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Canadian Hardware and Stove Journal

TORONTO

JAN., 1911 Vol. 3. No. 1.

ANNOUNCEMENT

BEGINNING with this issue the CANADIAN STOVE AND HEATING JOURNAL, established two years ago by the Canadian Trade Press, will be known as the CANADIAN HARDWARE AND STOVE JOURNAL, the editorial scope of the paper being broadened to take in Hardware, Housefurnishings and Paints, in addition to the Stove and Heating departments.

The change is made on the advice of friends in both the Hardware and Stove trades, who, with the publishers, believe that there is a good field in Canada for a monthly publication devoted to the trades mentioned. The Journal will, as outlined on the editorial pages, be an educational rather than a market publication, and, as a monthly, merchants and salesmen will be able to study its pages thoroughly before a new issue takes the place of the old.

The present number is but a foundation upon which the future publication will be constructed. It has been impossible to do all that was desired during the brief time since the managing-editorship of Hardware and Metal was resigned a fortnight ago.

Thanks are extended to the many friends who have wished Mr. Honsberger, my associate, and myself success in our new field, and a continuance of confidence and support is solicited in our undertaking.

WESTON WRIGLEY,
Managing Editor.

ISSUED MONTHLY SUBSCRIPTION $1.00 PER YEAR

CANADIAN TRADE PRESS
TORONTO, CANADA.

LEGG BROS

L O O K F O R T H E G I L L E T T E P A G E

i n e v e r y i s s u e o f

The Canadian Hardware and Stove Journal

We'd like to meet every Stove and Hardware Dealer in Canada every little while and talk GILLETTES. But we can't do it and look after our work here in Montreal.

But we can talk to you through your favorite Trade Papers, and we don't let many chances slip for doing so. We have been using the other Trade Papers right along, and now we are taking a full page in every issue of this new paper to talk GILLETTES to you every month.

Our object, of course, is to sell more GILLETTES and make more money. But we can do this only if you sell more GILLETTES and make more money too. So we are both interested in accomplishing the same thing, and how to do it is what we are going to talk about in these pages.

This month we want to thank you personally for the active part you no doubt took in making the 1910 sales of GILLETTES 31% larger than the previous year's record, and we hope that your GILLETTE sales and profits for 1911 will show an even greater increase.

But if by any chance you have not yet added the GILLETTE to your line of shelf hardware, permit us to recommend the livest hardware specialty on the market.

The GILLETTE is the best razor in the world, and it's getting better every year.

The Canadian market - your market - for a five dollar razor, is growing with the country's growth in prosperity and wealth, as last year's sales prove.

GILLETTE prices are protected so that no local competitor or mail order house can possibly undersell you.

Every GILLETTE sold means a pleased customer coming to your store regularly for new blades.

We are advertising the GILLETTE more vigorously than any other hardware specialty on the market is being advertised, and the number of GILLETTE users - and boosters - is growing all the time.

GILLETTE trade is waiting all around you. Some wide-awake dealers are going to make good money out of it in 1911. Why don't you?

The Gillette Safety Razor Co. of Canada, Limited

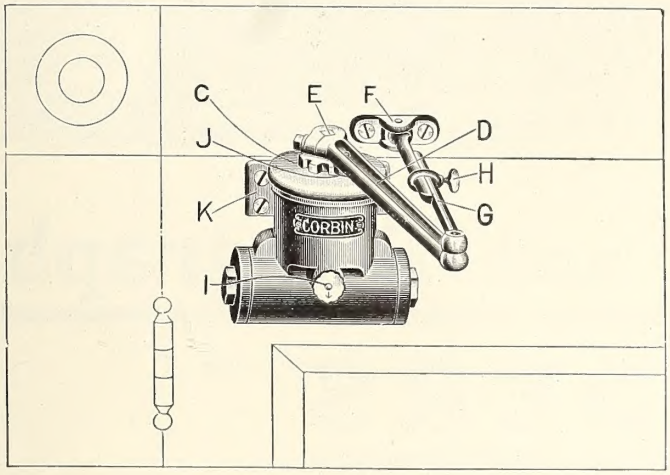
Office and Factory, - - 63 St. Alexander Street, Montreal

TRADE Gillette MARK

KNOWN THE WORLD OVER.

Rice Lewis & Son, Limited

GOODS THAT ARE CERTAIN SELLERS



Door Check and Spring

Never fails to close door gently.

NO SLAM **REVERSIBLE**

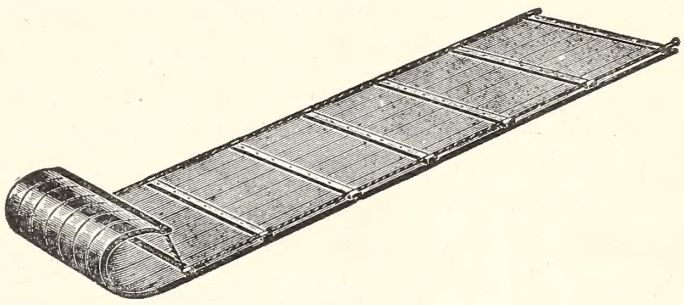
No. 1. For Screen Doors.
" 2. " Inside Doors, 3 ft. x 7 ft.
" 3. " Outside " 2½ ft. x 7 ft.
" 4. " " " 3½ ft. x 7 ft.
" 5. " " " 4 ft. x 7½ ft.

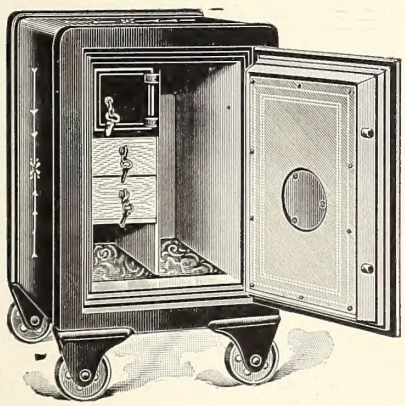
When ordering give number.

Big Selection of Seasonable Sporting Goods

Our stock of Sporting Goods is extensive and varied and embraces:

TOBOGGANS **HOCKEY STICKS**
SHIN PADS
GOALKEEPERS' PADS
HOCKEY GAUNTLETS
BOXING GLOVES **STRIKING BAGS**
HOCKEY BOOTS, Etc., Etc.





Meilink's Home Safes

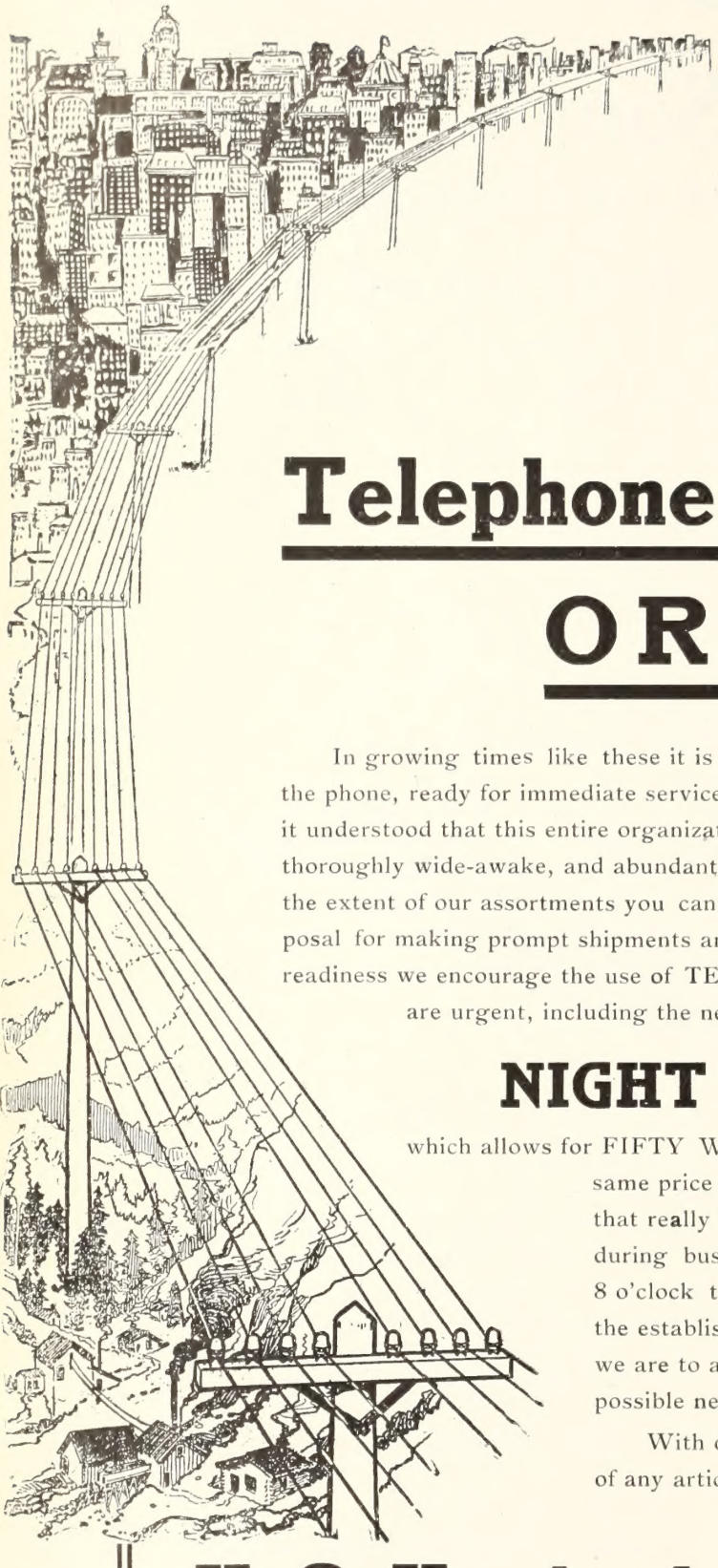
These safes have earned a world wide reputation, and have proved **eminently efficient** in all that's claimed for them. We carry sizes from **two to ten.** Sizes **two and three** are designed for **important papers, wills, deeds, mortgages, jewelry, cash,** etc. They are **fireproof** and cannot be forced open in any way. **The larger sizes** weigh up to 425 lbs., and are intended for **books, papers, silverware,** etc. **Retail Dealers** would find them a great security as well as useful as a sample for prospective buyers,

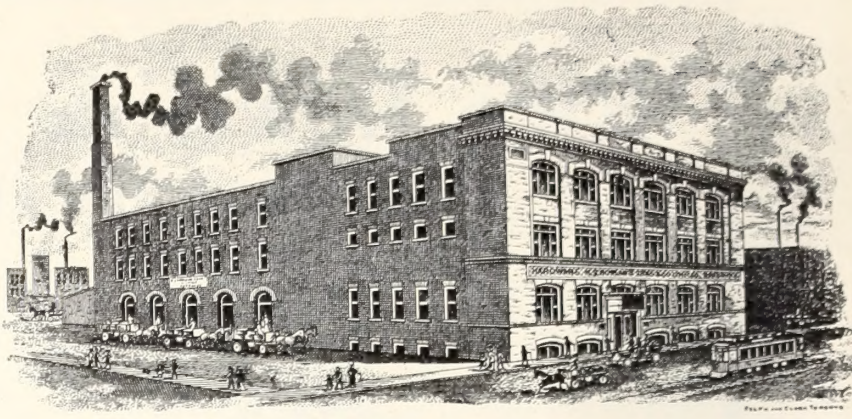
Write for full particulars and explanatory booklet.

Lumberman's Tools

Full lines embracing CROSSCUT SAWS, AXES, SAW HANDLES, WEDGES, CANT HOOKS, LOGGING CHAINS, Etc.

ESTABLISHED 1847 **Cor. KING and VICTORIA STREETS**
TORONTO - - **ONTARIO**





Telephone and Telegraph

ORDERS

In growing times like these it is important to remember that we are at the other end of the phone, ready for immediate service in everything connected with HARDWARE. We want it understood that this entire organization is tuned up to concert pitch, with every department thoroughly wide-awake, and abundantly ready for all the business there is. Until you realize the extent of our assortments you cannot have any adequate idea of the facilities at our disposal for making prompt shipments and anticipating requirements. And because of this very readiness we encourage the use of TELEPHONE and TELEGRAPH in ordering goods that are urgent, including the new service of

NIGHT LETTERGRAMS

which allows for FIFTY WORDS being sent by TELEGRAPH at NIGHT for the same price as ten words during the day. Think what a convenience that really is to those who are too busy to attend to correspondence during business hours. A Night Lettergram would reach us at 8 o'clock the next morning, and would command the best service the establishment affords, which is another way of saying how near we are to all our customers, and how ready we are to meet every possible need.

With our Catalogues at your elbow you should never be in need of any article more than a few days.

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

We Ship Promptly. Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

We Appreciate

the largely increased business given us by our friends in the Retail Hardware Trade in Ontario during the past year, it being the largest and most satisfactory year's trade in the history of our business. **Looking Forward** we feel confident that Nineteen-Eleven will be even more prosperous, for our customers and ourselves, than was Nineteen-Ten.

First Class Service our Motto

Particular care is taken in the filling of every order, and customers can rely upon our making shipments of goods the same day orders are received.

We sell only to legitimate hardware dealers, and this policy, judging from many expressions of approval, has largely contributed to the steady growth of our wholesale business from year to year.



The

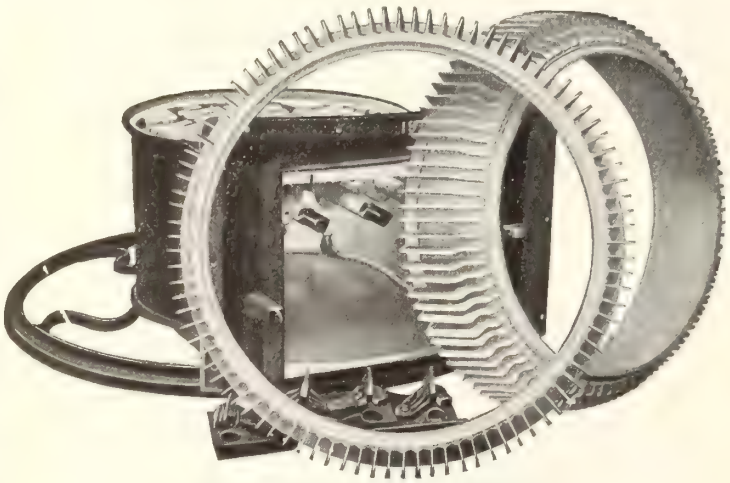
Kennedy Hardware Company

Limited

Colborne Street, TORONTO

HECLA WARM AIR FURNACES

have the convincing and exclusive features that make them **Easy to Sell** and **Profitable to Operate.** Send for the catalogue which tells all about them.



HECLA STEEL RIBBED FIRE POTS.

Steel Ribbed Fire Pots

(PATENTED)

have **three** times as much radiating surface as any other style of furnace fire pot made. They do not become red hot yet they give much more heat; they save fuel and are practically everlasting.

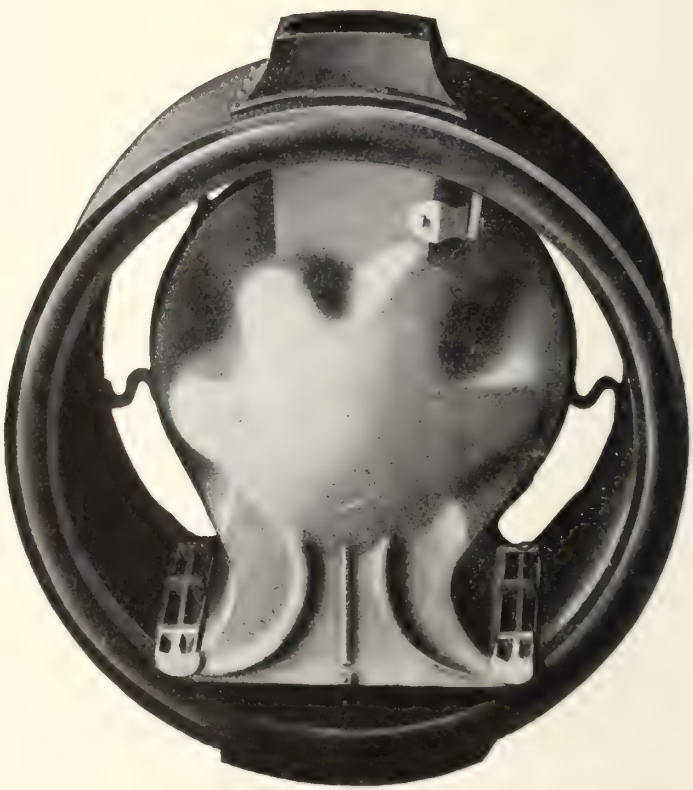
Hecla Radiator

Showing **Fused Joints** (Patented) and **Cast Iron Combustion Chamber.**

Fused Joints are the only permanent ones between the steel and cast iron used in warm air furnaces. All joints that depend on cement, bolts or rivets will, in time, work loose on account of the difference in expansion between the iron and steel. **Fused Joints** are made at a white heat. They are really welded joints, absolutely air tight, and will last for all time.

The Cast Combustion Chamber is stronger and heavier than the steel combustion chambers usually employed in warm air furnaces.

Write for our catalogue for a complete description.



HECLA RADIATOR

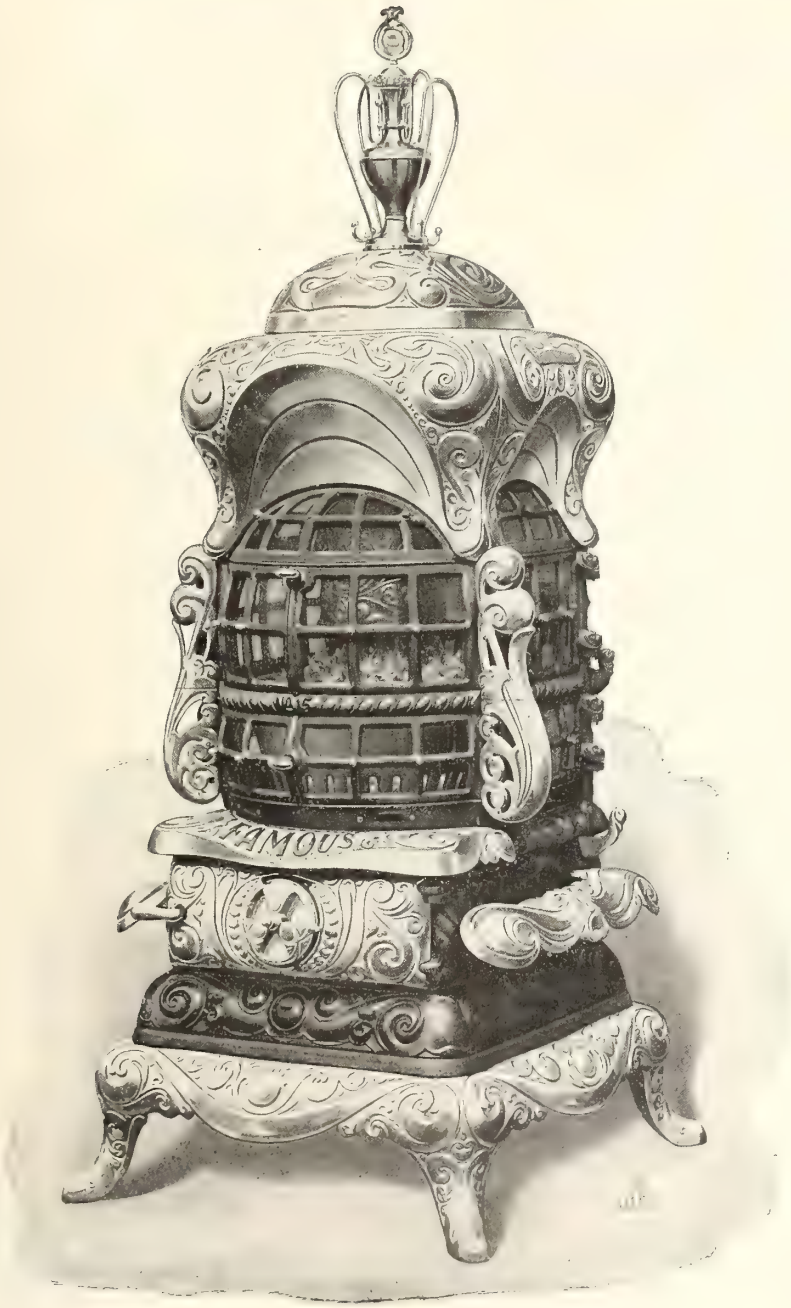
CLARE BROS. & CO., Limited

PRESTON, - ONTARIO

WINNIPEG CALGARY VANCOUVER QUEBEC

The 400 Series

"Famous" Base Burner



The feature of the 400 Series Base Burner is the three exposed flues. By means of these exposed flues six times the volume of heat is radiated over the ordinary Base Burner.

The saving in fuel by this feature is at once apparent.

Such a point as this should clinch a doubtful purchaser — try it. And the only way you can try is by stocking the 400 Series Famous Base Burner.

McCLARY'S

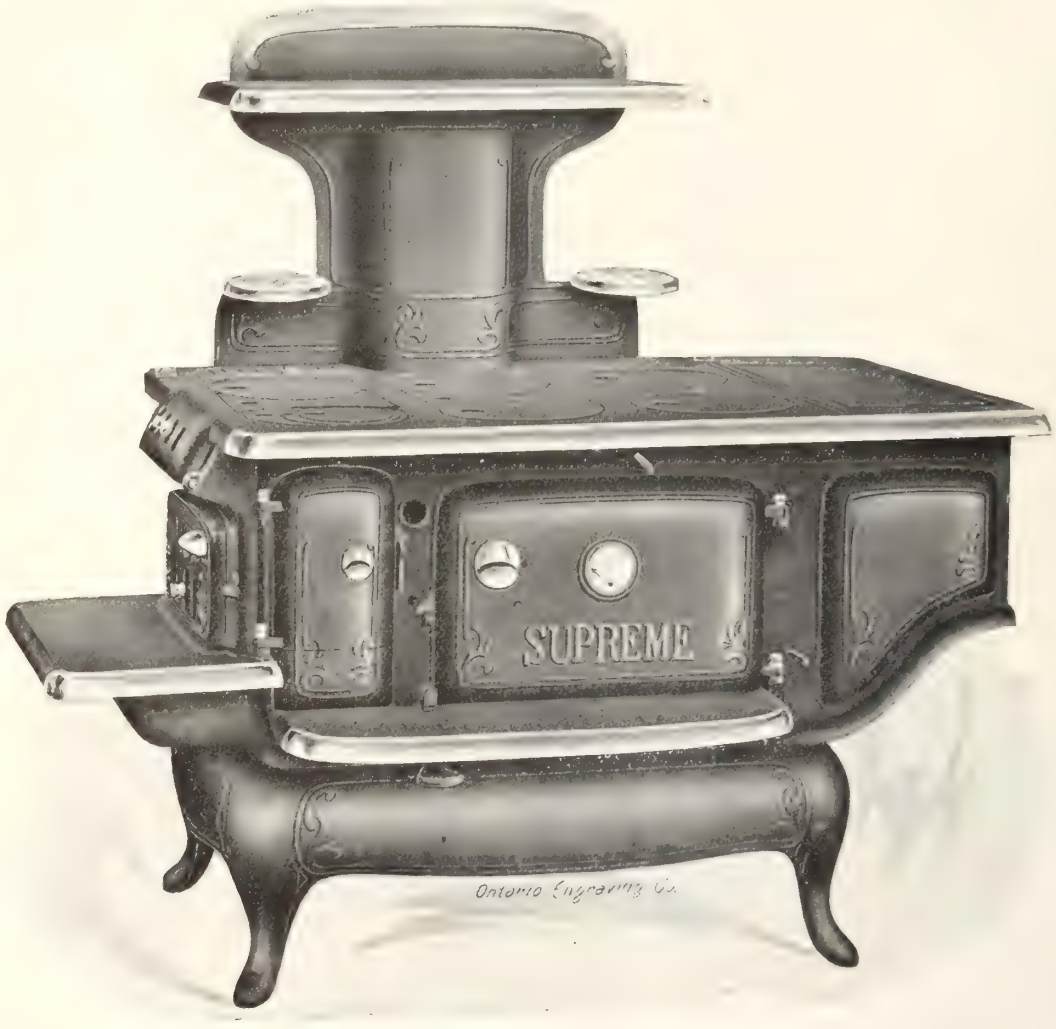
LONDON
TORONTO
WINNIPEG

VANCOUVER
ST. JOHN, N.B.
HAMILTON

CALGARY
MONTREAL
SASKATOON

CONTROL SUPREME CAST RANGE

1910 SERIES



9-18 Extended With High Shelf.

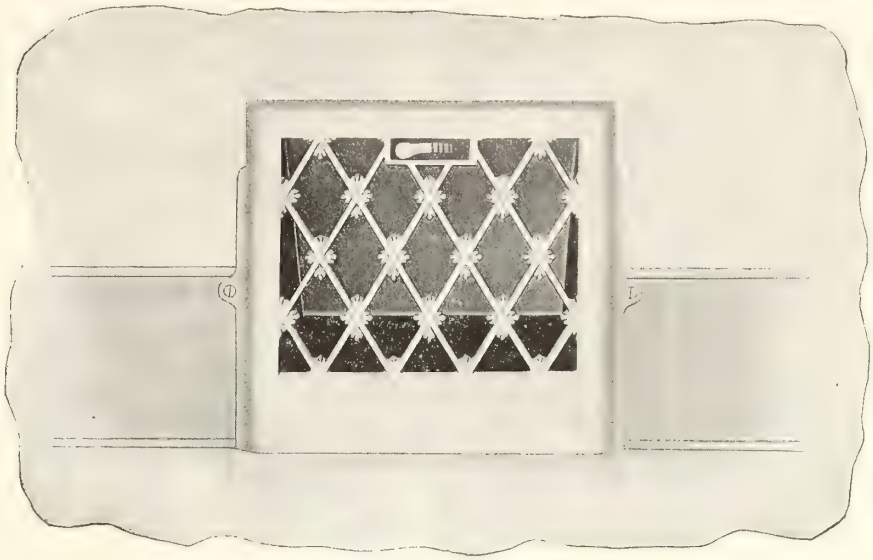
In design, workmanship and construction this Range is the latest product of the stove maker's art.
The only range in Canada made from original wood patterns.
The obsolete methods employed by stove makers discarded.
Guaranteed 50% in fuel saving.
Consumes the smoke.
Made in 16-18-20 in. sizes.

MADE ONLY BY

The Supreme Heating Company, Limited

WELLAND - - CANADA

Distributing Agents and Warehouses in
Toronto, Montreal, Halifax, St. John, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver.



Canadian Imperial Register.

Designed for the Canadian Trade

We have just put on the market a new Baseboard Register called the

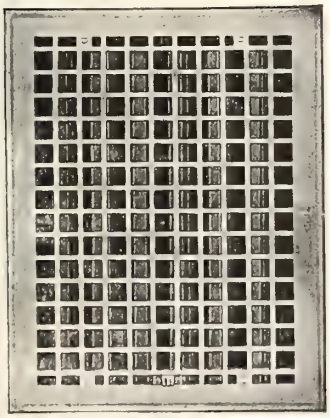
Canadian Imperial

designed to meet just the demands of the Canadian Trade. The very large Air Opening, Ornamental Design and Small Flanges on either side that cover the cutting of the Baseboard and the lugs attached to this flange for securing the Register to the Baseboard are all points of merit. Carried in stock in the Standard Sizes.

It Pays to Handle Quality Goods.

"T. and B." REGISTERS, VENTILATORS and GRILLES are very widely known because of their artistic design, excellence of finish, and quality of materials, and their price is no greater than other makes. Leading architects specify "T. & B." goods.

Send for Illustrated Catalogue

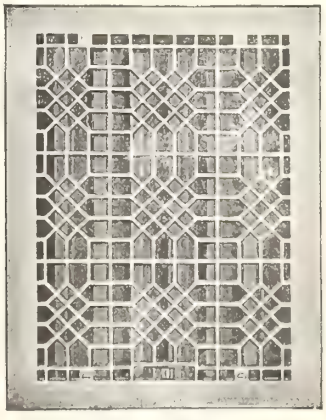


Wrought Steel.

The TUTTLE & BAILEY Mfg. Co. of Canada

Limited

Bridgeburg, - Ontario



Semi-Steel Ind. Lat.

Canadian Hardware and Stove Journal

Devoted to the Hardware, Heating, Housefurnishing and Paint Trades

VOL. 3, NO. 1. TORONTO, JANUARY, 1911 ONE DOLLAR YEARLY

GEO. H. HONSBERGER, Business Manager
E. C. COX, Secretary

Published Monthly by
Canadian Trade Press
42-44 Agnes Street
Phone Main 3589

WESTON WRIGLEY, Managing Editor
J. A. FULLERTON, Associate Editor

Foreword

"Over 50 per cent. of the increase in our business during 1910 was made on the sale of special lines," said a hardwareman the other day. "We let the staple lines take care of themselves and concentrate upon the sale of specialties, on which a greater margin of profit can be made."

"There is a great need for a Canadian paper," said another hardwareman, "which will make a feature of store salesmanship, and help clerks to develop their selling power. The clerk who merely sells the goods he is asked for is of little use to his employer."

The answers to those two statements are, in a nutshell, the inspiration behind the change in name and the publication of the Canadian Hardware & Stove Journal.

The retail merchants who are making the greatest progress to-day are those who are taking up and pushing the sale of special lines—those who are striving for "profits" rather than "volume" of business. And the clerks who are making the greatest progress are those who are studying their employers' interests and their customers' wants, and who are endeavoring to create sales by interesting their customers in goods which they have not asked to have shown them.

It will be the aim of this paper to assist merchants and clerks along these lines by bringing to the attention of buyers the latest specialties placed upon the market and by relating for the clerks' benefit examples of good and bad salesmanship. Attention will also be given to questions pertaining to the executive end of the business, to study of costs and store system, and to other problems of retail store management.

The market situation will be reviewed each month, but standing market quotations will not be published. Even in a weekly publication quotations made are frequently out of date before the paper is in the subscriber's hands. A retailer who deals fairly with the traveling salesmen and houses he buys from is the best off in the long run.

WATCH FOR THIS ARTICLE.

Watch the February issue of this paper for an article describing how a Canadian hardware firm "took stock" of its insurance policies at a time when it was expanding its business last year. Readers will be told how, by making certain improvements and changes the firm increased its fire insurance on stock and building from $34,000 to $62,000, while the premiums only increased from $671 to $751, a $28,000 increase in insurance for only $80 additional outlay.

The merchant who wishes to succeed should, of course, keep himself informed as well as he can on market conditions, but more attention should be paid to the selling than to the buying end. While your competitor is fighting with a traveler over a close price, and usually failing to get it, you can be making many profitable sales.

The Canadian Hardware and Stove Journal will be an advocate of Trade Organization. The manufacturers and wholesalers have their association, and the retailers should likewise be organized in every province. By means of joint committees the Associations representing various branches of the trade should work together to settle trade differences and cooperate in fighting any legislation injuriously affecting the interests of any branch of the hardware, stove or paint trades.

The Journal already has a national circulation among hardware, stove and house-furnishing merchants, built up by the Canadian Stove and Heating Journal during its two years of publication. The widened scope of the paper will enable the publishers to extend the circulation into new fields. The January number has necessarily been somewhat hastily put together, but future issues will be larger and more interesting. Every enterprise must have a beginning, and we will strive to show a steady improvement from our commencement.

The Canadian Hardware and Stove Journal will not be a copy of any contemporary. Its publishers believe there is a field for a high class specialty publication along the lines already outlined. Being printed on a fine coated paper illustrations can be reproduced satisfactorily, and advertisers will be able to show the detail of new goods as well as in any high class catalogue. We solicit the support of all branches of the trade in making this paper what it is aimed to be—a medium helpful in increasing the sale of profitable hardware specialties.

WESTON WRIGLEY.
GEO. H. HONSBERGER.

Parcels Post

The recent order made by the Railway Commission to the express companies to reduce their charges will, it is hoped, help to delay the time when another effort is made at Ottawa to extend the Parcels Post regulations in the interests of the mail order houses. But, sooner or later, the fight will be renewed in Canada, more particularly if President Taft succeeds in his announced intention of putting a parcels post law through the U. S. Congress this year.

The Toronto Star already urges a Canadian parcels post law if the express rates are not reduced sufficiently. "All that would be necessary," says the Star, "would be an increase in the post office staff."

The only safeguard the retailers have is a well organized association, ready to act with other organizations in fighting the proposal if an effort is ever made to crystallize it into legislation again.

Scarcity of Help

One of the greatest problems confronting manufacturers, jobbers and retailers to-day is the problem of securing capable salesmen, warehouse and office assistants, etc. So great is the scarcity that it looks as though retail clerks are throwing away a great opportunity. At no time in Canada's history were there greater opportunities for clerks with brains who will apply themselves to their work and strive to advance to higher positions.

A hardware clerk dropped into a Toronto jobbing house the other day and asked for a job. He was dressed in all the latest, slouch hat, patent shoes, turned up trousers, etc., and he had evidently been one of the smart boys in the town from which he came. He had been four years in a hardware store and was willing to start at fifteen per, wanted to come to the city as he was tired of town life. But when he was tested out with a few questions he showed that he had spent more time during that four years in learning how to yell at hockey matches than in getting a knowledge of hardware.

There are many qualities which go to make a successful salesman but most important is a knowledge of the goods he is selling. Personal appearance counts for a whole lot, and faithful service for still more, but if a clerk or traveler is unable to give satisfactory and intelligent answers to questions raised regarding the goods he sells he is up against a stone wall, even if his personal appearance is most immaculate.

It may be hard to reach the high standard of National Cash Register salesmen, who to hold their jobs must know not only all the arguments **against** as well as for their goods, but that should be the object striven for by every salesman behind the counter or on the road.

Dead Stock

The aim of every merchant should be to keep his store clear of dead stock, to stop the accumulation of unsaleable goods from year to year. The problem is a serious one, and it is generally conceded that most merchants do not turn over their stock often enough in proportion to the amount of goods they carry.

One retailer who was carrying a stock of $20,000 was anxious to cut it down, figuring that his investment was too large in proportion to his yearly sales. In two years he cut the stock down to $16,000 without reducing the variety of goods handled, and without affecting his sales in the least. His plan was as follows,

When an invoice of goods was received he not only marked each article with the cost and selling price, but also the quantity and date received. For instance if a half dozen cold chisels were received each was marked as follows: "½ dozen—3-20-10—BL-20." Then, if these cold chisels appeared on the want list one year afterward it would show that one year had been required to sell one half dozen cold chisels. Hence, instead of ordering a half dozen the merchant would order a sixth of a dozen, which on the same basis, would last only a third of a year, and would enable him to turn his stock of cold chisels three times a year. The same method was applied to all the goods in the store. The merchant soon found that he was buying goods more systematically, and in two years he had cut his investment down $4,000, and had that much money to invest in other lines without reducing the profits of his business.

At St. Louis jobbing house encourages its customers to use a similar plan, customers being supplied with colored seal stickers such as can be bought in any bookstore for use on legal documents. The stickers are put on all goods at inventory time, green being used one year, red the next, blue the third, and so on. If green stickers were used in 1909, it is an easy matter to see what goods have been "stickers" and an effort made to clean them out and buy more carefully in future.

Resale Prices

One of the big questions up for discussion in the hardware trade to-day is that of Price Maintenance, and the Ontario Retail Hardware and Stove Dealers' Association is fortunate in having secured the services of Wm. Maxwell, of the Iver Johnson Arms & Cycle Works, Fitchburg, Mass., to deliver an address on this subject at the Peterboro Convention next month, in place of W. H. Cottingham, president of the Sherwin-Williams Co., Cleveland, who found it impossible to attend.

Resale prices will not do everything to protect the retailers from unfair competition from mail order houses, but they will prove a valuable aid, and the increasing number of manufacturers who are adopting resale prices is very encouraging.

The competition of mail order houses has not yet affected retail hardwaremen in Canada very much as it has the hardware merchants in the States, but every year the mail order houses are adding new lines, such as binder twine last year.

Retailers owe it to themselves to support the manufacturers who adopt resale prices governing the sale of the goods.

If this issue of the Canadian Hardware and Stove Journal appeals to you, we ask that you send us a trial subscription and give us a chance to show you what we can do. Send your subscription order now, and secure the February number with the article on fire insurance. Also let us know what you think of this number.

Business and Store Management

TAKING THE ANNUAL INVENTORY.

"S. M. S." describes a plan he has found successful in keeping track of his stock all through the year—Simple method of stocktaking explained.

A BUSINESS man wants to know as often as once in twelve months, and sometimes oftener, how much he has gained or lost in his business. In order to ascertain this, it becomes necessary, first to take an inventory, and then to "close the books." Taking an annual inventory in the retail hardware business is a very important matter, as it brings into open view all your stock, both good and bad. The work of taking an inventory, as we all know, is by no means a pleasant task, but it is a necessary and gainful one. The clerks usually look forward to it with dread, but the proprietors look forward with anxiety, for what man can tell beforehand what the year's harvest has been?

There is no doubt considerable diversity in the practice of merchants taking stock, owing to the size of the business and the part of the country in which they are located. In this article it has not been my intention to give you the ideal plan of stock taking, but rather my own experience, and I only ask that you consider my method on its merits and value to you. I fully realize that true ideals are attained only after large, many and varied experiences. Possibly your own plans and methods for stock taking are better than mine; if so, the editor will be pleased to give space to any discussion of plans, methods or suggestions that will simplify taking annual stock.

On certain articles, particularly shelf goods and builders' hardware, such as drawer pulls, hinges, butts, etc., it is often essential to know the quantity of the different articles in stock at all times. For this purpose I found it a good rule to keep a sort of perpetual inventory on card indexes. Such a card index of stock may be kept in each department where it is found necessary and convenient to have. One object in keeping such a card index is to know when new stock should be ordered; another reason is to know the value of stock destroyed in case of fire.

Cards for Perpetual Inventory.

The card illustrated is devoted entirely to 3¾-inch bronze-plated drawer pulls. The maximum and minimum stock figures on the first line relate to the quantity of this style drawer pull ordered, and to be kept in stock and serve as a convenient guide when ordering goods. The maximum, the quantity of goods always ordered, is supposed to be thirty days' stock, while the minimum is regarded as the signal for reordering promptly. After having written the name of an article on the top line of the card index, it need not be repeated, as thereafter the quantity is taken into consideration.

When an invoice is received the following particulars are copied therefrom upon the face side of the card, namely, the date of the invoice and the quantity. On the reverse side of the card may be noted from whom the goods were bought; the cost of same and the retail selling price, this latter information to be noted in your private cost and selling marks. Whenever goods are sold from this indexed stock the quantity is taken from the sales book and posted on the cards on the first and fifteenth of each month. The difference between the sold and the on-hand account shows the stock on hand.

In taking an inventory for the purpose of closing the books at the end of the year, it should never be taken from the card index, for the reason that these cards show what the stock should be, but not what it is. For instance: should any of the stock have been stolen, or otherwise have mysteriously disappeared since the books were last closed, an inventory taken from the card index would not represent the actual quantity of goods on hand. The only way to ascertain the true value of the stock on hand is to proceed in the good, old-fashioned way; take an inventory from the stock itself.

Method of Stock Taking.

One of the easiest methods of taking an inventory is to plan in advance and make preparations to get the stock in order and arranged so that each department can work independently of the other. As many of the goods as possible should be counted beforehand. A great many items can be estimated very accurately by weight, instead of counting every piece separately and

ITEM DRAWER PULLS 3¾ IN. BRONZE PLATED — MAXIMUM STOCK 18, MINIMUM STOCK 6

Date Invoice	Quantity	Sold	On Hand	Date Invoice	Quantity	Sold	On Hand	Date Invoice	Quantity	Sold	On Hand
1905 1/1	18		18	1905 6/17	18		20	1905 12/15			11
1/15		6	12	7/1		7	13	1/16	INV		12
1/30		4	8	7/15		3	10				
2/15		7	1	8/1		2	8				
2/17	18		19	8/15		5	3				
2/28		5	14	9/1	18		21				
3/15		3	11	9/15		3	18				
4/1		8	3	9/15		2	16				
4/3	18		21	10/1		4	12				
4/15		4	17	10/15		1	11				
5/1		5	12	11/1		7	4				
5/15		3	9	11/4	18		22				
6/1		2	7	11/15		6	16				
6/15		5	2	12/1		5	11				

PERPETUAL CARD INVENTORY

at a great saving of time. However, this does not mean that quantities should be guessed at; on the contrary, every thing should be weighed or counted.

Loose sheets are unquestionably the best and simplest methods of stock taking. It is a good idea to mark the sheets so that the location of the goods can be easily found, and by numbering them consecutively there is no danger of any of them becoming lost. By the loose-leaf system the office force can begin at once to extend and foot up the inventory as rapidly as the sheets are filled up and turned in and in this way no time is lost. The loose sheets after being footed up can be bound together and filed away for future reference. The actual time of taking our stock is two days and two nights, beginning on the night of Dec. 31, so as to complete the work on the evening of Jan. 2. New Year's being a holiday we close the store and devote the day to taking down our stock of builders' shelf hardware. Goods in each department or floor are taken in regular order, beginning in the basement on one side of the room and working around to the other. After the sheets are all turned in and figured up carefully the inventory is copied in permanent form in the regular inventory book.

Store and Office Fixtures.

I take an inventory of store and office fixtures at the end of the year the same as of merchandise, valuing them also at the present worth, and not at what they cost us. After having estimated the present value, we close the account in the regular way. If our fixtures are apparently in as good order at the end of the year as they were at the beginning, we call them worth the whole amount for which the account is charged and allow it to stand untouched, calling it a resource. We call the account "Store Fixtures," carrying all the store and office fixtures into the same account.

To know whether you made a profit during the year or not it is absolutely necessary to take an inventory, as by no other way can a merchant know to a certainty whether he is making profitable headway or losing money in his business.

Closing the Books.

We debit merchandise at commencement of business for the value of the merchandise then on hand, and we debit it during the year for all merchandise we buy; at the end of the year we ascertain how much of this merchandise we have on hand, valuing it at its present worth, or what it would cost to lay it in the store at the present time. We then find the difference between the value of the merchandise we now have on hand and the total amount of the debit side of the merchandise account, which will show the present cost value of goods sold; and by referring to the credit side of the merchandise account, we find how much we have realized for the goods we have sold. We now find the difference between the value of the goods sold and the amount for which we sold them, and this difference will be the gain on merchandise. We then transfer that gain to the "Loss and Gain account," close the merchandise account "By Balance," and bring down to the debit side again the balance of merchandise now on hand.

After the inventory is figured up and the books have been closed, you ought to know how much you made and how it compares with previous years. You ought to know just which of your stocks are paying best, and that will show you which ones need to be dropped or braced up. If some goods need toning up, the toning-up process ought to begin right away. Perhaps you need different and better goods, maybe a cheaper line; special advertising and special attention of various kinds. If some goods are to be dropped, not on this year's showing alone, but because comparisons for several years show unsatisfactory results, in spite of special efforts to make them better, what are you going to put in their places? Let me urge you to make it something that goes naturally with your other lines, so they will help sell each other.

A SIMPLIFIED METHOD OF STOCKTAKING.

Written for the Canadian Hardware & Stove Journal by R. F. Johnstone.

One of the most important things about stocktaking is to have everything in readiness for the event, all the different departments in order, goods all marked, and above all have your entire store well cleaned for the occasion.

First of all make a list of all your accounts receivable, deducting all bad accounts. Then a list of all your accounts payable. Next the amount of cash on hand and in the bank. Inventory all your fixtures, allowing a percentage off for depreciation. Next if you have any real estate put it down at market price. Have all this finished the day before you start the real stocktaking and everything will go better.

For two or three days before the inventory have your clerks count all the small goods such as shelf goods, etc., and mark the amounts on a slip of paper and leave it with the goods. If any goods are sold in the meantime they can be marked off this slip. This facilitates matters, as it does not keep all hands waiting when the inventory is being taken.

We are now ready for the actual stocktaking, and this can be done by as many as are available for the job. One man to call off the goods and another to take it down on paper is enough, but you can run as many sets of these as you can. One important thing is to have your salesmen keep account of the goods you sell, which have not been taken in the inventory. These must be marked at the cost price and added to the amount of stock on hand when completed.

When all the above is completed your statement ought to be as follows:

Stock on hand	$.....
Stock sold in stocktaking	$.....
Fixtures on hand	$.....
Cash on hand	$.....
Real estate	$.....
Accounts receivable	$.....
Total	$.....
Deduct accounts payable	$.....
Result is your present worth	$.....

We have tested the above method and do not know of any way in which we could improve on it. Of course when you start this job you want to rush it through, as the longer you are at it the more complicated it gets.

Window and Newspaper Advertising

PLAN WINDOW DISPLAYS IN ADVANCE.

W. J. Illsey, in the Hardware Dealers' Magazine, describes the essentials of a good window display and suggests a series of trims to arrange throughout the year.

YOUR window must be easy of vision to passersby. Have the bottom of the display part about two feet from the level of the pavement. The depth from glass to back should be (to properly display all lines) about 5½ or 6 feet. The height at back from bottom to top about 7½ or 8 feet. If possible put up a solid background and finish same in light oak or mission finish. If not possible on account of light to have solid back, put in window sash with solid piece about 2 feet high from bottom. Entrance doors to windows always to be large enough to admit of putting in stoves, washing machines, etc. Have doors swing outwards and not to slide. Always have glass cleaned and spotlessly bright. Where the sash and glass have to be used you will have to use a background of white cheesecloth, which allows light to pass through. Having your window properly constructed, let us go over a few displays which never fail to bring big business. In every case use display price cards. If not on every article displayed, at least give the range of prices. For instance, if showing a full window of buck saws, axes and such ware, have your cards made to read "Handled Axes" ready for use, 75c. to $1.25, on card 11 x 14, or about "Buck Saws" that run smoothly and cut quickly from 50c. to $1.

At all seasons there are lines of hardware that must be shown. Window displays are in reality a "continuous performance." They should be changed every week at least and always remember to make your displays specialize. That is, do not put in an immense showing of every kind of hardware, but neat displays of one line at a time. You might say, "I do not carry big enough stocks to do this." Then to display the smaller stocks reduce the size of your window space by the use of a curtain and shelves which will bring the goods closer to the window front and take only about half the quantity required otherwise.

Displays for Every Month.

Take now the seasons as they come from January to December. January is usually quiet after the holiday rush. Then make it more lively by clearing out at "Real Bargain Prices" odd lines of "left-overs" which you do not wish to carry along. The way to sell them is by putting them in your windows with plain price cards. The goods will sell if you make the prices right. This should occupy most all January, and keep displaying stoves all the time in another window. In February you are occupied with inventory, or you should be. This month's windows should be divided between stoves and ranges, winter sporting goods, as sleighs, skates, etc., cooking utensils and a big display of tools. In March preparations are made for house cleaning and you should be ahead by displaying paints, wall colorings, brushes, etc. Another good one for a few days only is a big showing of door mats, foot scrapers, etc.

April and May are genuine spring months and make for the selling of sporting goods, gardening and lawn tools, carpenters' tools, more paints and brushes and general house-cleaning requisites.

Another exceedingly good spring display, in fact a window which is worthy of being in every month of the year, is that of "Shaving Supplies." The writer, from personal observations dating back about seventeen years, can say that no better paying display ever has come under his notice. Big results follow and fine profits are made for the dealer. Every merchant carries a pretty good stock of the goods necessary, Razor Strops, Safety and hollow ground Razors, Razor Hones, Shaving Brushes, Soap, Mirrors, etc. It is not a hard display to place and is sure to be a winner.

June, the wedding month, should see some attractive displays of silverware, cutlery in cases and other lines which are suitable for wedding gifts. Cooking ranges backed with a nice display of cooking utensils, makes another good one, and now is the time to show summer sporting goods. Don't forget this line. It is always a big paying one and has its various offerings for every season of the year.

During July and August, the vacation months, you can possibly do some more bargain window work and make a clearing up of odd lines. Try a 25c. window made up of some slow selling lines along with regular good sellers. You will get results. Campers' supplies make an attractive window and fit right in these months' selling, and don't forget a cutlery window. Put in pocket knives, butcher knives, steels, table knives and forks, etc., using a green ground to display it on, also plenty of price cards.

For September you again have wedding gift displays, stoves and ranges and an early showing of heating stoves, tools, paints, builders' hardware, sporting goods.

October will be the month for exploiting your heaters in an extensive manner. Price every one shown and invite the public to an inside inspection. Other lines to display include tools for cutting wood, carpenters' tools, shaving supplies, hunters' outfits, etc. In November still continue October lines, with the addition towards its end of seasonable Xmas lines, giving advice by your display cards that it is well to look about early and make selections.

Start in to push Xmas goods about November, and keep at it hard until you have felt the results in an immense selling during Xmas week. Of course, for December windows we all are agreed that nothing should have place but lines selling for gifts. As to the backgrounds for displays and the many various

schemes in the makeup of a good display, it must rest with the trimmer. His way to learn is to try various colors and decide which is best, but for most lines of hardware I have found that the most satisfactory is white cheesecloth, green baize or felt.

However, get busy on your windows, change them often or oftener than now; make them do good work and your sales at the year's end will more than please you.

THE RETAILERS' ADVERTISING APPROPRIATION.

THE test of an advertisement in the retail field is the amount of business it brings as compared with the amount done on the same day of the previous year. A good retail advertisement should not cost more than 7 per cent. of the total sales of that day.

The small advertiser does not, as a rule, spend anything like 7 per cent. for advertising purposes. Indeed, only too often he does not know how much he really does spend. If he secures a large volume of business through advertising he is satisfied, not always remembering that the cost of the publicity might foot up to 10 or 12 per cent., an unprofitable figure, the whole the amount of money devoted to advertising in small towns and cities, especially in Canada, is too small. Many stores do not spend more than 1 per cent. for publicity work. One house in a town of 6,000 doing a business of about $50,000 annually, holds its advertising expenditure down to $700. An appropriation of $1,000 or $1,200 should not under normal conditions be excessive for a town of 6,000. True, an unchanging population of from 6,000 to 10,000 cannot profitably be worked too aggressively, yet there are many legitimate promotion ideas which the public in small towns take to kindly and they can be put into execution at a cost of not more than 3 to 5 per cent. of the total sales .

Of course, it is out of the question for a small town merchant to devote 7 per cent. of his gross saies to advertising. The successful dealers spend in printers' ink all the way from practically nothing up to 3 to 5 per cent. of his annual sales—the former when location and windows are exceptionally good, the latter when the store is on a side street or the windows are poor display mediums. Under average conditions beginners should spend from 1 to 1½ per cent. of their annual sales in newspapers, circulars and other forms of printers' ink advertising. On a business of $15,000, for instance, this gives from $150 to $225 to be spent in advertising proper. Perhaps 2 per cent. would be better.

When well done—and no other sort of advertising is really advertising—printed matter undoubtedly influences people who come into your store or pass by your windows where new values will have a chance to do your work. While in small towns printers' ink cannot displace the use of leaders as the foremost form of advertising, the right expenditure of a moderate amount of money in newspapers and circulars not only makes the use of leaders more effective, but, to some extent, serves to diminish the amount of money it is necessary to expend in leaders. The advertising copy should be simple and direct. The people should be told plainly and in the simplest manner what the merchant is going to do. A promise to the public once it is made should never be broken, but care must be taken in making promises.

A good advertisement can't be slapped together in a few moments by one who is guessing at what he is doing. The reason so much advertising is not successful is that it is prepared in a slap-dash and shiftless way by one who had not studied his subject. As the advertising is one of the most important tasks in the store, the merchant should look after it himself—and give it the time and attention it requires. The president of a million-dollar corporation says that he can hire men to do his buying, to look after the cash and the details, but that he can find no man who can look after the advertising to his satisfaction and he considers this side of the business his most important work. And the fact that he has succeeded so splendidly justifies the contention.

Having once determined how much he can afford to invest in advertising, the merchant should proceed to apportion the sum—to lay out a schedule as a working basis. Let us assume for the sake of illustration that a merchant decides to invest about $225. This will give him approximately $18 a month to spend in different forms of advertising as he deems best. But there are some months in which he will not want to spend the entire $18. During the holiday season he will probably want to spend more than $18. His schedule should run about as follows:

January, $18; February, $20; March, $12; April, $15; May, $15; June, $20; July, $15; August, $18; September, $12; October, $12; November, $30; December, $40.



A Strong Ad. for Pushing Sporting Goods in January.

What Trade Associations are Doing

BENEFITS OF TRADE ORGANIZATION.

By M. S. Matthews, Secretary Minnesota Retail Hardware Association.

I believe you Ontario hardwaremen were wise in organizing your hardware association, for we, in the States, have found many benefits from such organizations.

Questions, here in this country, have arisen with which, we believe, you have had little or no experience.

The hardest kind of competition with us is that of the mail order, or catalogue houses so called, the larger ones being located in Chicago. These houses are now so large, and doing such an extensive business, with unlimited means at their command, that they are able, in many instances, to buy direct, in large lots, from manufacturers at prices even below those made to the legitimate jobber. Although there are several of these houses, very large and powerful, and while it is not likely these can be knocked out by any retail association, the going has been made so hard that, from now out, it would be most difficult to promote new institutions of this description. The Hardware Associations have been giving these houses a lively chase, and but for the earnest effort of our organizations the hardware retailer would have now been in a much more difficult position than he is. The Associations, as such, make no effort to consider prices, our people regarding this as always a local issue.

Chief among the benefits, we believe, is the all around educational methods through correspondence and annual conventions, and any hardware dealer, who has attended the conventions, year after year, and carefully read the literature sent out, must surely be a better hardware merchant than at the beginning.

One of the chief benefits comes from the mutual fire insurance companies of which there are eight in operation, all highly successful, and, as these companies refuse to carry insurance for non-members, they are very helpful in holding the membership together.

If you hardware merchants in Canada can secure permission for the organization of such an insurance company, we believe it will be greatly to your advantage, and certainly hope you will use every effort to promote such a company.

BOTH MEMBERS OF FIRM ATTEND.

By D. Macnab, Orillia.

We feel that the Ontario Hardware Association has done good in many ways, but find it difficult to find words to express that feeling when it comes to writing. However, the fact that the merchants of one branch of any business can get together in a social way once a year, where they are practically one family, as it were, and can talk and discuss matters as well as methods in connection with their calling, is to our mind a good thing in itself and which we have enjoyed and found very beneficial. Another matter is that they can handle an Exhibition under one roof, where goods which they handle can be seen to better advantage than in the regular Exhibitions or from cuts shown in catalogues and this is another benefit.

While the Association is yet in its infancy we believe that as time goes on it will get stronger and will eventually be a unit, where we can with much more ease take a stronger stand for the protection of our interests, which cannot be accomplished by the individual. As the old proverb says, "where there is union there is strength."

We do not think we can pay any higher compliment to the Association when we say that in all the time we have been in business the two members of our firm were never known to be away at the same time for even a day until last year, when we visited London together, and believing that there are benefits to be derived we hope to have the privilege of again attending the Convention together at Peterboro, as we believe that this coming meeting will be the greatest yet and well worthy of any dealer's time to attend same.

MANY BENEFITS FOR MEMBERS.

By Robert Smith, Bolton.

The Association has been a direct benefit to us in our everyday business, but we do not get all that we should. Our Association teaches us to respect the other fellow, but the other fellow who stays away is still the same. "Beat the opposition, even though you give the goods away," is his motto. There are nine hardwaremen with whom we come in business contact, but only two of us attend the Convention.

The Hardware Association brings together our competitors in the hardware business, in convention we get acquainted. The diffidence and jealousies rot away and there is engendered a better feeling and better understanding; we see we have faults, but we do not know them until we see the other fellows' good qualities.

The questions discussed at our conventions have many results. Members give more care to store appearance, become better salesmen and better buyers, thus reaping a better profit. Returning to their homes they feel they are one of a good family, and put more effort and enthusiasm into their business. Indeed, since the Association was formed, reckless price cutters are beginning to see the stupidity of giving goods away, and realize that all goods should be sold at a legitimate and fair profit.

Attending the Convention we get in touch with the goods we sell, how they are made, and the best methods of exhibiting, if we study the displays in various booths. Listening to the men who represent the manufacturers, we get ideas which, when we get home, possibly unconsciously, we use for our own good and the best interest of our customers.

The advantages we look for should be better methods, a higher motive and a more honorable way of doing business, and this can only be developed by getting together and working through the Association.

There is no doubt in my mind that every hardwareman attending our Convention goes home a more enthusiastic and better equipped business man.

I look for a better feeling between retailer and jobber, jobbers and manufacturers, although our discussions, to my mind, have not always been fair. In many instances the person who denounces the jobbers for selling past him would at the first opportunity snap up an offer by the manufacturer cutting out the jobber. Should we not be fair to both sides and see what the jobber could do under the circumstances, before placing our order with a manufacturer?

The great aim of our Association is to join hands and meet the great catalogue houses. Much has been done in this line, and more could be done if we only had the unanimity of hardwaremen. Many of the standard lines of goods these houses cannot buy unless they maintain the price. Many more lines could be added to this list if the trade stood shoulder to shoulder.

MAKES BETTER BUSINESS MEN.

By D. Cinnamon, Lindsay.

No member can attend our Convention and meet so many men in the same line of business, exchange thoughts, discuss the different methods of doing business, and take an active part in the "Question Box" discussion, without going home a better business man than when he came.

A strong Association can do a great deal towards removing trade evils such as unnecessary cutting prices, selling staple goods at or even below cost, create a better understanding between the manufacturers and jobbers and the retailers, so trade can be conducted along legitimate channels through the retailer instead of direct with the consumer, as sometimes is now the case.

It is also possible for a strong Association to organize and successfully carry on for the benefit of every member, a Mutual Fire Insurance Company.

HAVE CORRECTED SEVERAL EVILS.

By R. C. Chown, Belleville.

I think the Ontario Association has been the means of making broader minded and better business men of the hardware merchants of this Province. It has also assisted the hardware merchants in many places in getting together and instead of cutting prices on many staple lines, come to an agreeable arrangement whereby these goods are sold at a fair margin of profit.

I also think that the hardware merchants have a greater respect for commercial travelers, and the traveler in turn for the merchant. Our customers are always on the alert for anything new, and the new ideas and suggestions we gather at our annual meeting fit us to interest them in our business, so as to hold their trade and that of their friends.

During the few years our Association has been organized we have corrected some evils that have existed for years, and now that we are well organized and our finances in good shape, I look for our Association to do more effective work along many lines during the next few years.

BUYS NEW GOODS AT CONVENTION.

By R. H. Blackmore, St. Thomas.

As a retailer I do not know of any means to-day whereby a retailer can get so much information which is vital to his business interests, as one can by attending the Retail Hardware Convention and making it a buying trip. The manufacturers represented there will have the best and newest hardware lines that the country produces, and their exhibits will help make many sales for jobbers during the coming year.

WANTS QUESTIONS FOR DISCUSSION.

Magladery Bros., Liskeard, had a most successful year in paints, stoves, and agricultural implements, and have booked up more orders for implements for sale in 1911 than any other Massey Harris agent. Wm. Magladery is to be chairman of the Question Box Committee at the Retail Hardware and Stove Dealers' Convention in February, and he invites retailers to forward to him any questions they desire to have discussed.



Wm. Magladery.

The following questions have already been submitted for discussion in the "Question Box" at the Peterboro Convention:

Do the members find that wall paper pays in a retail hardware store?

What would you do if the business showed as large a turnover as in former years, and yet on taking stock you found that you were not as well off as you were in previous years?

Do you approve of interesting clerks financially in the business? If so, what is the best plan?

Describe a balance sheet after stock taking; what should it show? What should it contain?

I sell hardware. I am not a bookkeeper. Tell us a short sample method of keeping a set of books in a small business, say of ten or twelve thousand dollars.

Does any member know if a blank form for giving estimates and serving as contract forms, which would be applicable to any make of furnace, is issued by any one for sale? If not, has anyone a form they have adopted themselves that other members could get a sample of to get out some for themselves?

What help should you think consistent with a $30,000 turnover, one-third of this credit accounts?

On a stock of $5,000, what should the total sales be?

THIS TRAVELER WAS A BOOSTER.

Found a Customer in the dumps and made him take a tonic—Took him to a Hardware Convention and it gave him a broader view of things—A story with a moral by "Far West."

A CLOUD, no larger than a man's hand and coming from no one knew where, hovered uncertainly over Glassport, settling finally on the hardware store of Digby & Schurke. Imperceptibly it grew until it filled the building, carrying with it gloom and discomfort, as it pervaded the store and hung, ominously, over the head of the senior partner. Stock taking, a trying ordeal under the best circumstances, had under the aggravating nagging of the aforesaid senior partner, dragged its weary length along for two full weeks.

On the last day of the heavy work a stained and begrimed group assembled in the washroom, getting rid of the marks of the day's battle. "What's got into the old man, he's so grouchy?" asked the paint man, as he washed the stains from his hands with linseed oil, "another two weeks like this would see my finish."

"The firm's goin' to bust up," volunteered the errand boy.

"Don't you think it, kid," responded the big shipping clerk, grasping the boy by the coat collar. "Just you keep your mouth shut. You start that kind of talk and you don't know where it will end—that is what starts banks runs."

Traveler Appears on the Scene.

The next morning Mr. Schurke was directing the assembling of a line of Ranges and Heating Stoves. A thin wooden partition had been run down the center of the store about half way from the front toward the rear and extending about five feet above the ranges. Two joints of Pipe were attached to the ranges and three or more to the stoves. These, topped by elbows and supported by pipe collars, rested against the partition.

"Now you're workin', brother!" a hearty voice exclaimed as the owner of it let fall a heavy grip and rested a bulky catalogue on a range, "shake an honest man's hand."

Schurke grasped the profered hand warmly, then waving his hand proudly toward the ranges, said, "What do you think of my idea, Mac? This shows just how a range or stove will look in actual use."

"Idea is good," Mac assented, "if you just keep rubbish and dust off the top, but how is the invoicing coming along, and Senior, how is he?"

"Stock is all taken, but some of the sheets are not figured. Digby is working on them now, and you want to be careful how you rub up against h'm; he is working himself sick on trade problems that don't touch us. First it was a catalogue house competition, then range peddlers. Now he sees ruin in this parcel post agitation. If he would only go away and let us alone for a couple of weeks, life would be more worth living for us and for him, too."

"That's easy," responded Mac, "I'll just take him along with me to the retail hardware convention.

"Not so easy as you think," replied Schurke. "Don't you know he's dead set against these hardware conventions But try your luck with him and my blessing go with you."

Mr. MacGruder had represented on the road, for a number of years, the Copper Hardware Company, and had sold Digby his first bill of goods. Each had helped the other and the house had stood back of both of them.

Walking toward a little coop, at the extreme rear of the store, dignified by the name "office," he poked his head inside long enough to shout hello! and immediately withdrew it. Inside the air was unbearable from lack of ventilation and a superheated gas stove.

The Interview with Digby.

Digby slowly unwound his legs from the stool on which he was sitting and came forward to greet MacGruder. "You're just the chap I want to see, Mac," he began. "No, you needn't get out your book; you don't get any order out of me this trip. There are a lot of odds and ends I want prices on; what's the hardware business coming to, anyway? You don't know any one who wants to buy me out, do you?"

MacGruder unfastened the straps on his catalogue, which opened at a brand of edge tools. "Say, old man!" he exclaimed, tapping the page with his pencil, "remember how you hesitated when I tried to get you to put in that line? A good day's work for both of us, though, when you did. Then it was not as well known as it is now, and not a dealer in town would touch it. To-day they are after it. That's the beauty about the Copper people—you stick to them and they'll stick to you. But, say! talk about lines—you ought to see the exhibit we will have at the convention next week. It'll be the greatest ever."

"Mac, you make me tired!" exclaimed Digby, disgustedly. "These hardware conventions are regular fakes. A handful of men that ought to be at home running their business get together to listen to a clerk from the Mayor's office give them the freedom of the town—which they were making too good use of already. Then some half baked chaps read papers full of chestnuts when the meeting adjourns—to take another drink. They are merely excuses for a man to sport around town, but for business, nix! nothing in it!"

MacGruder felt in his vest pocket and drew to the light a small pasteboard box, "Azure drops for blue duffers," he said, offering the box to Digby. "Take one. Now be reasonable, man! You've never been to a hardware convention, have you? Now you will find them attended by the brainiest men in the trade, and the associations are getting to be a power. You are missing a great opportunity to put snap into your business. See here, you come with me to the convention, and if you don't get in three days more practical business ideas than you can get in a week any other way I'll agree to furnish you a first-class desk to use here in the store. You'll die if you stay in that hole, anyway. So if you want to be shown I'll show you, because I know what I'm talking about."

Digby turned the leaves of the catalogue aimlessly. His attention was not on the pages. "When is the convention?" he finally asked. "21st to 24th," he repeated after MacGruder. "Well, I don't know," hesitatingly. "Let's see Schurke."



PINCHIN, JOHNSON & CO. (CANADA) LIMITED

377-385 CARLAW AVE. - TORONTO, ONT.

CANADIAN FACTORY OF

PINCHIN, JOHNSON & CO., L'T'D.

LONDON ENGLAND

ESTABLISHED 1834

MANUFACTURERS OF

MINERVA PAINTS AND VARNISHES





FACTORY, STRATFORD, ENG.

TRADE MARK MINERVA



OFFICE AND WAREHOUSE, LONDON ENG.

The Big Paint Factory is Open

Ready for Business

Wait for Our Travellers ---
And the Minerva Proposition

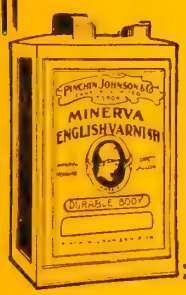
We feel that no special introduction is necessary for Minerva Paints and Varnishes, which, since being put on the market in 1834 (76 years ago) have attained world-wide reputation.

Our success has been achieved by supplying honest goods at honest prices, and our faith in the prosperity of Canada prompted the establishment of our Canadian factory, which is efficient in management and completely equipped with the most modern machinery and facilities to maintain the high standards of quality in Minerva Paints, Enamels, Varnishes and Paint Specialties for all classes of trade.

The superior quality of Minerva Paints and Varnishes is evidenced by the fact that the BRITISH ADMIRALTY, the largest steamship and railroad companies in the world, also the largest and most prominent decorators, are constant users of these goods, which are always marketed in NET WEIGHT AND FULL IMPERIAL MEASURE PACKAGES.

Superior quality in Paints and Varnishes is not all that we are offering to the trade, but the most complete co-operative proposition ever devised for stimulating sales is extended to you. Our salesmen are now on the road, and it will pay you to investigate the Minerva Proposition before placing your order. Write for full information; a post card will bring it.

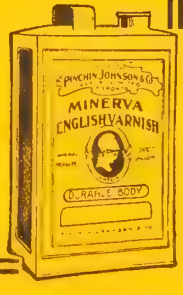
Minerva Brand Always Signifies Superior Quality.



The Canadian Factory



Minerva House, Toronto.





Ontario Retail Hardware a

SIXTH ANNUAL CONVE

57th Regiment Armouries where the Convention Meetings and Exhibition is to be held.



RETAIL HARDWARE CONVENTION PROGRAM

MONDAY, FEB. 20.—EXHIBITION PREPARATION DAY.

8.30 p.m.—Meeting of Executive Committee.

TUESDAY, FEB. 21.

9 a.m.—Distribution of badges and payment of dues, at Secretary's office in Armouries.

9 a.m. to 12 noon—Hardware Trade Exhibition.

1.30 to 4 p.m.—Convention opening session——addresses of welcome, etc.

4 to 5.30 p.m.—Travelers and manufacturers' open session, with talks on "Methods of Salesmanship."

7.30 to 10.30—Band Concert in Exhibition Hall.

Hardware Window Dressing Competition open to Peterboro hardware salesmen.

WEDNESDAY, FEB. 22.

9 to 12—Exhibition at Armouries.

9 a.m.—Meetings of Convention Committees.

9 a.m.—Visits to Peterboro Factories.

1.30 to 4.30—Convention in band room of Armouries.

4.30 to 5.30—Exhibition Hall opens.

7.30 to 10.30—Exhibition open to public—band concert.

8 p.m.—Question Box discussion in Collegiate Institute Hall—members only. Discussion in charge of committee, W. Magladery, New Liskeard, convenor.

"Paint and Brush," and "Stove and Kitchen Goods" window competitions open to any Canadian hardwaremen or clerks.

THURSDAY, FEB. 23.

9 to 12—Exhibition at Armouries.

9 a.m.—Committee Meetings.

1.30 to 4.30—Convention—election of officers, etc.

4.30 to 5.30—Exhibition Hall open.

8 p.m.—Dinner and concert given by Association, to members, guests and exhibitors, in Collegiate Hall. Address on "Price Maintenance," by W. Maxwell, of the Iver Johnson Arms & Cycle Works, Fitchburg, Mass.

"Tool, cutlery and sporting goods" window competitions, open to any Canadian hardwaremen or clerks.

FRIDAY, FEB. 24.

9 to 12—Exhibition—no exhibits removed before Friday noon.

10 a.m.—Closing session of convention—meeting of new Executive, etc.

THE WINDOW COMPETITIONS.

Any hardware merchants or clerks desiring to enter the window dressing competitions are requested to advise the Secretary before February 1.

A prize of $10 is offered in each competition, the judging to be done by a committee of retailers.

MEMBERSHIP

Members of the Ontario
are urged to send their mem
order to save time in waiti
Annoying delays will be avo

A handsome gold plated
warded with every receipt
fee of a retail firm, or for
bership fee. Members' butt
travelers' black and red.

Every paid up member,
the Convention or not, is a
official convention badges be
Gillette Safety Razor Compan

Members who pay thei
badge ready waiting for the
Unpaid members will have

Firms sending two or
secretary in advance, as onl
Convention.

A GREA

The hardware show at t
ware exhibition ever held in
coming a long way to see, bec
ties which will be displayed.

Practical men will also b
processes of manufacture an
article.

While some may visit
majority, if they act wisely,
time in the Exhibition Hall,
display.

Many retailers have mad
two years out of special lin
Hamilton and London Conve

Bring your want book w
exhibitors, or your jobbers,
appeal to you.

A cordial invitation is extended to Ha

Come to Peterboro, Fe

Single Fare Rates on all Railways betw

CONVENTION CERTIFICATES will be obtainable at every railway station in Canada between Fort William and the Atlantic Coast. By traveling on these Convention Certificates any person visiting Peterboro during the Convention, whether a manufacturer, jobber, traveler, retailer, clerk, or the wife or member of the family of a visitor, is entitled to a return ticket free, if more than 300 attend. As this number was far exceeded at London
By special arrangement with the railw
Office in the armories from 9 to 12 a.m
tickets issued at once to those desiri
vention closes. There will be no dela

Address all communications to WESTON WRIGLEY, Secretary Ontario





Stove Dealers' Association

TION AND EXHIBITION

S NOW READY.

n and firms desiring to join, es of $3 during January, in after arriving at Peterboro. ying dues in advance. mbership button will be for- vering the 1911 membership a traveler's honorary mem- ameled blue and white and

traveler, whether he attends eed one of the magnificent l for the Association by the

e Feb. 15th will find their me filled in ready to wear. ir turn. sentatives should advise the es will be prepared for the

BITION

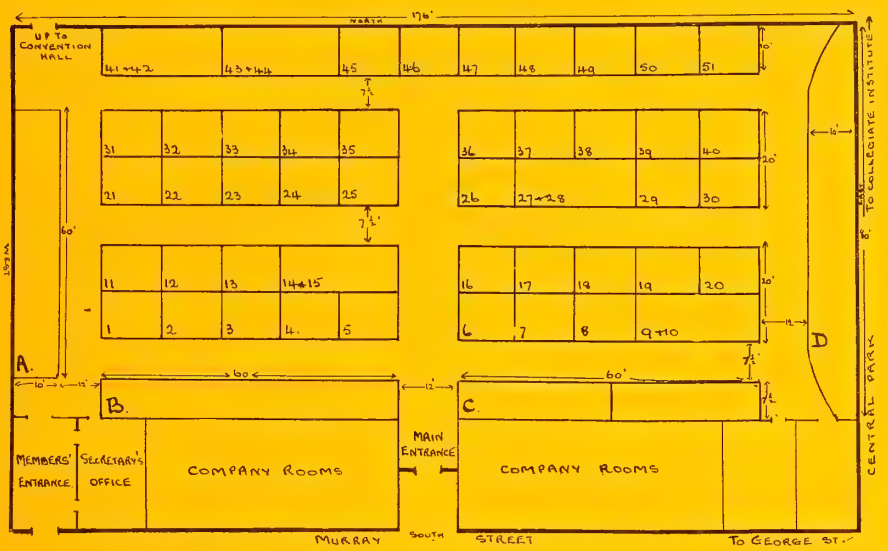
s will be the greatest hard- l the exhibits will be worth many new lines and special-

each exhibit to explain the the Selling Points of each

for a good time, the vast every minute of their spare he new and old articles on

of dollars during the past ed from exhibitors at the

that you can arrange with s of the special lines which



Floor plan of Armouries showing location of the booths reserved for manufacturers

LIST OF EXHIBITORS.

(A)—
Goldie & McCulloch, Galt.
Shurly & Dietrich Co., Galt.
Allan Hills Edge Tool Co., Galt.
Galt Art Metal Co., Galt.
R. McDougall & Co., Galt.

(B)—
Taylor-Forbes Co., Guelph.

(C)—
Lewis Bros., Montreal.
Dominion Cartridge Co., Montreal.

(D)—
Rapid Tool Co., Peterboro.
Peterboro Lock Mfg. Co., Peterboro.
Lundy Shovel & Tool Co., Peterboro.
J. J. Turner & Son, Peterboro.
B. F. Ackerman, Son & Co., Peterboro.
Peterboro Canoe Co., Peterboro.
Adam Hall (stoves), Peterboro.

1 Metallic Roofing Co., Toronto.
2 Steel Trough & Machine Co., Tweed.
3 Boeckh Bros., Toronto.
4 Dover Mfg. Co., Canal Dover, Ohio.
5 International Varnish Co., Toronto.
6 Canada Paint Co., Montreal.
7 James Robertson Co., Toronto.
8 Dunlop Tire & Rubber Goods Co., Toronto.
9 and 10 D. Maxwell & Son, St. Marys.
11 Standard Paint Co., of Canada, Montreal.
12 International Distributing Co., Montreal.
13 Pratt & Lambert, Bridgeburg.
14 and 15 Moffat Stove Co., Weston.
16 Gendron Mfg. Co., Toronto.
17 J. H. Connor & Son, Ottawa.
18 D. J. Barker & Co., Picton.
19 N. B. Misener, Toronto.
20 Supreme Heating Co., Welland.
21 Pittsburg Perfect Fence Co., Hamilton.
22 Canada Cycle & Motor Co., West Toronto.
23 Clare Bros., Preston.
24 Onward Mfg. Co., Berlin.
25 Gillette Safety Razor Co., Montreal.
26 Lufkin Rule Co., Windsor.
27 and 28 McClary Mfg. Co., London.
29 Ferrosteel Co., Bridgeburg.
30 D. Moore Co., Hamilton.
31 Brantford Roofing Co., Brantford.
32 Tobin Arms Mfg. Co., Woodstock.
33 Dominion Register Co., Toronto.
34 E. F. Walter & Co., Montreal.
35 Carborundum Co., Niagara Falls, N.Y.
36 Cummer-Dowswell Co., Hamilton.
37 Glidden Varnish Co., Toronto.
38 Queen City Oil Co., Toronto.
39 Hall, Zryd Foundry Co., Grimsby.
40 Imperial Varnish Co., Toronto.
41 and 42 Oneida Community, Ltd., Oneida, N.Y.
43 and 44 S. F. Bowser & Co., Toronto.
45 Northern Aluminum Co., Toronto.
46 Brandram-Henderson Co., Montreal.
47 Pinchin, Johnston & Co., Toronto.
48 Gutta Percha & Rubber Mfg. Co., Toronto.
49 Benj. Moore & Co., West Toronto.
50 Metal Shingle & Siding Co., Preston.
51 F. W. Bird & Son, Hamilton.

SPECIAL SPACES:
Ohio Varnish Co., Cleveland.
Pike Mfg. Co., Pike, N.H.
Findlay Bros., Carlton Place.

e Retailers in all parts of Canada to

uary 21 to 24, 1911

Fort William and Atlantic Coast Points

ry, the free return trip is assured. ates can be vised at the Secretary's m., or 7 to 10 p.m. daily, and return l home on any day before the Con- free return tickets at Peterboro like there was at London last year, before the required 300 had been reached. Ask any railway agent for particulars about Convention Certificates, but be sure to get one with your ticket in order to secure the return ticket free. Tickets will be good coming Feb. 17 to 23, nd returning up to Feb. 28.

Hardware and Stove Dealers Association, 42-44 Agnes Street, Toronto.





Miracles do not happen in business——

Yet, lots of otherwise sensible business men believe in luck.

They will tell you that things happen—that the successful man is the lucky man. But, getting down to actual facts, you know perfectly well that nothing happens.

You know that success is the result of certain causes—causes so obvious that believers in business miracles pass through life without noting them.

90 per cent. of the successful Hardware Merchants do not believe in luck.

They use "Buying Sense" instead—and stock the lines which mean profit and reputation for them—**International Varnish Products.**

"Elastica" Floor Finish—the one perfect floor finish—the durable, beautiful, waterproof finish, that never turns white or cracks.

"Lacqueret"—the Household Beautifier—a prime necessity in every home.

"Satinette" White Enamel—the enamel that stays white—made for both interior and exterior work.

Flattine Finish—the finish that produces a full dead or flat appearance **without the labor and expense of rubbing.**

KLEARSTONE Stains (Acid or Oil)—the perfect wood stains.

Every **International Product** you sell adds to your reputation and increases your bank balance at the same time.

N.B. All International Varnish Products are sold in full Imperial Measure Cans.

INTERNATIONAL VARNISH CO.

Limited

TORONTO **WINNIPEG**

B50

After the Convention.

Two weeks after this conversation, a handsome flat top desk was rolled into the store and placed well to the front. Digby, full of animation, was superintending the transfer of his catalogues from the rear office, taking as much pleasure in their arrangement as a child with a new toy.

Just then he turned to speak to one of their old customers. "Good morning, Mr. Jones, I don't believe I've seen you or several months."

"Well, Digby, it's your own fault if you haven't," responded Mr. Jones. "I've been in here about every week right along, but if you are going to locate behind that new desk I reckon you'll see me oftener."

"He hit you that time," observed his partner. "I guess you are not getting out here any too soon."

"Not a bit," assented Digby. "That is only one of the good things Mac and the convention did for me. Summing it all up, while I got many splendid ideas, the greatest gain to me was the new life and ambition I imbibed from the enthusiastic and enterprising body of hardwaremen."

WHAT OTHERS THINK OF US.

"I am satisfied your new journal will be much appreciated by the retail trade of this country."—J. R. Hambly, Barrie.

"Enclosed find our subscription to the Canadian Hardware & Stove Journal. We wish you success in your new venture."—J. G. Stewart & Co., Wingham.

"Am very pleased to join with others who will wish you good luck in your new venture, and enclose the sum of one dollar for my subscription to your new paper."—A. R. Dundas, Cobourg.

"I heartily congratulate you on acquiring part ownership of the Canadian Hardware and Stove Journal, and trust your venture may turn out a big success."—W. J. Carter, Picton, Ont.

"We have your announcement that you will soon publish the Canadian Hardware and Stove Journal. Wishing to read the new journal from the very first edition, we herewith enclose $1, and also $3, for our membership fee to the Association."—Ricard Bros., Sudbury, Ont.

"I know I am only voicing the sentiments of all in the hardware trade who have become acquainted with you, for wishing you all kinds of success in your new venture. I feel sure you will meet with the hearty support of all the boys."—G. A. Binns, Newmarket.

"I am pleased to learn that you have branched out for yourself. I congratulate you upon the step you have taken, and wish you every success. I will be pleased to subscribe for three copies for myself and staff."—D. Cinnamon, Lindsay, president Ontario Retail Hardware and Stove Dealers' Association.

"I am glad to hear that you will be the editor of the Canadian Hardware and Stove Journal, and you should be able to help make our Association a bigger factor in the business life of Ontario even than it has been in the past few years, as you will have more time at your disposal to plan the necessary steps for its advancement."—R. C. Chown, Belleville, vice-president Ontario Retail Hardware and Stove Dealers' Association.

"I certainly want to congratulate you on the step you have taken. I feel that without any additional labor on your part (as I believe that you would do your best in any position you might occupy, whether on salary, or in which you have a personal interest), that you will have more returns for your labors in your new field, and your work will certainly be more congenial. Anything I can do to assist you in your new venture, I will be only too glad to do. I enclose money order for three subscriptions to names given."—W. F. Macpherson, Prescott, Ont.

"I wish to congratulate you on your entry into business on your own account. I do hope that you will be successful and have no doubt that you will. I know just how you feel, for on March 25, 1899, Taylor Bros. (Jack and Frank) assumed a big liability, with very little assets. For the first few years the writer knows just what it all means. Success is assured by only the absolutely straight road. Play the game square and such a thing as failure never needs to be considered. My stenographers have been too busy to get anything but rush matters out. I am writing this with pen to send you our money for your paper, as that part is necessary in any business."—C. Frank R. Taylor, Carleton Place.

"I enclose one dollar as subscription to your new journal for one year. I believe the establishment of a monthly hardware journal, devoter particularly to the interests of retail dealers and dealing with problems affecting the trade, the production of educational articles, will be productive of much good to the hardware trade generally. Such a paper, edited by one who knows the needs of retailers as you do, cannot fail to be resultant of real service to the retail hardware trade of the Dominion. Respecting market reports, I would suggest if made at all that they be not stale, but up-to-date, and on a loose leaf, so they may be filed instead of being left kicking around the counters where they may be read by persons for whom they were not intended. I wish you every success in your new venture."—W. J. Bell, Beeton.

MARKET PRICES MADE PUBLIC.

"In launching out in a new field for yourself I hope you will pardon my fault finding and overlook the following suggestion if it does not appeal to you. You must confess that in the past few years Hardware & Metal has been handed to people who should not even see the cover, and yet it's a fact that these people get this paper, study the wholesale prices and tell us just what we are making on the goods when they come to buy. If the publication is not sufficiently large to make it pay without selling the paper to this class, why not make the subscription $1 or even $2 more and let only hardware men have the benefit of the pages. It is my opinion that this is one of the first things that should have been taken up at the Hardware Convention when the Association was first organized. I always note with a great deal of interest the cover pages of Butler Bros. monthly catalogue where they continually ask their customers to keep their catalogue away from the public and burn them instead of throwing old copies away. I enclose $3 to renew my Association membership and $1 for your paper."—W. G. Pow, Tillsonburg.

Salesmanship Essential to Success

WHERE ONE SALESMAN FELL DOWN.

Mike Kinney, in "The Gimlet," tells an interesting story of a successful salesman who tried an inside job for a year, but was glad to get back on the road.

THIS salesman was a success. He was good-looking. He had a friendly way. His manners were engaging. He told a good story. He had a merry laugh. And he was a fairly steady worker. He was the sort of man who knew the conductor on the train, the brakeman, the bus man who carried him up to the hotel, the hotel clerk. The dining-room girl was always glad to wait on him promptly, and thought he was "such a gentleman."

He never startled his trade with any unusual innovations. He never made any remarks to a customer which might lead that customer to think he was not running his store in the most approved and up-to-date manner. This salesman just smiled and was agreeable and took the order.

He was a member of several secret orders. If there happened to be a meeting the evening he was in town, he went to this meeting with his customer. The customer told his wife he was a fine fellow, and sometimes they had him up to dinner. He was a man who never aroused any antagonism. He never said anything brilliant. He seldom advanced a new idea. He never hurried.

On the other hand, he was sober, clean in his talk and always called on time. He attended to the little details of his work. He answered letters promptly and satisfactorily.

At his headquarters he lived in a nice large frame dwelling. It was on a good street among the leading merchants. His wife was a pleasant little lady who attended to her own housework and looked after her children, as good mothers should.

This salesman was a deacon in the church, and on Sundays he put on his frock coat and white tie, blackened his shoes on the back porch, and with his gilt-edged Bible under his arm, escorted his wife to and from the house of worship. It was one of his duties to pass the plate. He was a member of the church club. He greeted strangers at the front door of the church with the same pleasant manner he used to such advan tage in selling goods.

So you see from this story that the subject of this sketch was quite a prominent man in his town. Not only in church affairs, but in civic affairs his opinions were listened to with great respect. This salesman and his family were very happy. His children knew—as all children know—that their father was a man of some consideration among his fellows.

When at regular intervals this salesman visited his house in the large city, he was welcomed with open arms. The president of the company chatted with him confidentially about the business. He asked his suggestions. The other officers were also cordial. He was invited out to luncheon. He was made much of by his company. As he walked through the various departments he unconsciously threw back his shoulders and held his chin high, realizing he was a great factor in the success of his house.

On one of these visits the president of the company asked this successful salesman if he would not like to take charge of a certain department in the house. He drew glowing pictures of the salesman's brilliant future. The salesman returned home with a throbbing heart. He told his wife, and they sat up almost all night talking it over. Finally he accepted.

He and his wife came to the great city and looked for a house. Rents were high. They finally decided to take a small apartment in a large apartment building. The rooms surely did seem small and dark compared with his former home.

Then the salesman settled down to his work as head of a department. He had to get down every morning at 7.30 sharp. There was just an hour for lunch. His house was very busy and he had to work two or three nights a week. Somehow he missed the pleasant conversations and chats he formerly had with his customers, with the railroad men, with the hotel clerks, and with the dining-room girls. People in the big city seemed to be in too much of a hurry to chat much, and with only an hour for lunch and with the little purchases he had to make he did not have time to linger and chat with anyone.

And it seemed to him that after he came into the house the president and the other officers of the company were not as cordial as they had been when he was a salesman. The president frequently passed him by without even a greeting. There was none of those long friendly chats in the president's office. Now when he was called into this office the talks were short and to the point. The president was working fast, and seemed to have no time for the little amenities of life which were so dear to the soul of this salesman.

He and his wife went to church in the neighborhood. It was a handsome church. They had a fine organ and a splendid choir; the musical programme was quite elaborate. But the pew rent was high, and our salesman felt somewhat lonesome in a back seat. He watched certain millionaires passing the plate. He remembered the days in the small town when he himself had performed this duty on every Sabbath day.

Then, while his salary was somewhat larger in the house than it had been as a salesman, he found everything in the city was higher priced. The cost of living had surely gone up. His wife and children had to dress better because the people in their neighborhood dressed better. They had to have some kind of amusement, and so he and his wife went to the theatre every now and then, and the theatre tickets were $2.00 per.

After a while this salesman got the run of the routine work in his department, but he found himself up against a system of records. What the company wanted were results. For some reason the sales in his department did not increase as they were increasing in other departments. In the weekly meetings of the heads of departments these figures were shown up. It was not a case of pleasant greetings and hand-shaking. The winning way and the pleasant smile in this game did not seem to count. It was a case of RESULTS. It dawned upon this successful salesman that men in a great city are different from men in a small town. The city men were not quite as sentimental. They asked more questions. They wanted to know FACTS. They expected actual results. The winning smile and friendly hand-shake somehow did not seem to fill the bill.

After he had been in the house a year the president of the corporation called this salesman into his office one day and asked him if he would not like to return to his old territory. The successful salesman asked what was wrong. The president, in a gentle and kindly way told him he had made a mistake in asking him into the house. He said:

"My friend, you are a good man up to a certain point. Personally, I like you very much indeed. You never rub me the wrong way. You are always pleasant. But it was a mistake on my part to ask you to come into the house, because, my dear fellow, you lack INITIATIVE. I have studied your work carefully as head of this department and you never started anything. You can take care of the routine all right, and all the boys in your department are fond of you, but the entire year you have been in the house you have not advanced a single new idea; you have not done a thing to help increase the business. We must have men at the head of our departments who are aggressive. They must have initiative. They must develop new selling plans and ideas.

"Take my advice and go back to your old territory and to your old friends. You will be happier and we will sell more goods in your department."

And so the salesman went back.

The moral of this fable is that an inside job is not all it is cracked up to be.

LIVE SALESMANSHIP AT HAMILTON.

An incident of intelligent salesmanship was related to the Canadian Hardware and Stove Journal representative at Hamilton last week. The Mills Hardware Co., had put in a stock of McClary's Model Tea-kettle, with the side hinged cover, early in December, yet three dozen of these kettles were sold in about three weeks without any special advertising other than a window display.

Nelson Mills, manager of the company, has progressive ideas about salesmanship, and his salesmen are instructed never to allow a customer to leave the store without an effort being made to show them, in an inoffensive manner, some new specialty which would be interesting to the customer. Salesmen are instructed never to ask a customer if there is anything more they want, but to make an effort to make sales in a suggestive manner, allowing the customer to believe that the suggestion originates in his or her own mind. In the case of the Model Tea-kettles, for instance, the kettle was demonstrated to the clerks and the various selling points were elaborated upon when the goods arrived and put into stock. Then having the selling points of the article on the tips of their tongues, the salesmen were in a position to interest customers in "the kettle with the new idea," by simply showing it and pointing out the new feature to customers. In this way sales were repeatedly made, and the average of one dozen sales a week had been made when our representative called last week. The policy adopted in the Mills hardware store can be followed to advantage by retailers and clerks in other parts of Canada.

A POOR SELLING ARGUMENT.

A traveling salesman who visited the Stove Building at the Toronto Exhibition last September, needed a new gas range, and was particularly struck with the appearance of a new range shown in one of the exhibits. He had his wife along, and the two inspected the range and were greatly pleased with it. The price was satisfactory, but the traveler did not want to buy immediately. The attendant, however, seemed intent upon making an immediate sale, and used the argument that the ranges and stoves on display were finished up in a specially neat manner, and that if the order was taken at once the customer could secure one of the exceptionally nice samples. The customer did not buy, however, and later on purchased a gas range from another concern, whose salesman talked quality to such an extent that he declined to take an old gas range as part payment.

Speaking of the incident afterwards, the traveler who was looking for the gas range said, that the salesman should have used the argument the other way about. "If he had told me," the traveler said, "that the ranges on display were not in a nice condition, owing to their rough handling and to the dust of the Exhibition building, instead of trying to push his sale at once, he would more likely have secured my order, more especially had he told me that if I did not care to buy immediately he could have a better range supplied from the foundry, and would make it a point to give it his personal attention." The viewpoint of the traveler is that of many customers, who resent having a salesman force them to buy. The stove salesman should weigh the argument made by the traveler carefully, and make it their aim to present their selling arguments in such a way that the customer goes away with the impression that he, rather than the salesman, had decided when and how the purchase should be made.

John Bailes & Sons, Oshawa, report a splendid holiday trade, with the largest sales of winter goods in their experience.

"Our stove trade this year was the best for several seasons, and we do not carry over any stock," write D. Brocklebank & Son, Arthur, who also report that in spite of the advance in paint prices, the number of gallons sold by them in 1910 considerably exceed the sales made in 1909.

Stoves and Housefurnishings

THE SEASON FOR SPECIAL SALES.

Some Timely Suggestions Regarding Special Sales During the First Few Weeks of the Year.

DURING January and February seems to be the best season to go over your stock and make a general clean up of all odds and ends, goods that have been proven slow sellers, or which have been carried over from last year for any reason. There is always more or less quieting down of business following the holiday rush, but in most cases it is much duller than it really need be. One reason for stock taking is to separate the salable goods from the unsalable, and it has been said there is a market for everything if only one can find it.

Many of your customers with money to spend will buy now, even for next winter's needs, if you hold out the right qualities and give them exceptional prices, and this doesn't mean that you must necessarily slaughter everything in your stock in order to stimulate business during this slow and quiet season. But it does mean that attractive offerings, real worth-while bargains, will at this season, when trade is dull, bring in many a dollar that you might not otherwise get, and sell goods which might otherwise be carried over to another season only to become shopworn or out of style, and finally sell, if at all, for only a fraction of the price they might bring at present.

Inventory sales are useful in a number of different ways. Their greatest usefulness, however, is getting wide and quick attention to your goods and your store —in helping you cut down your dead stock before taking your annual inventory. When to have inventory sales, how to have them and how to advertise them are important thoughts in the progressive dealer's mind at this time of the year. In the first place never have a special sale unless you have a good reason for it. If you have a good reason—if you have too many goods—if you can make low prices—then go ahead. If you've got these three things, then you are in a position to act, i. e., talk inventory sales for increased trade and profits.

Right now is the time to use the papers and make them your salesmen and store bulletins. If your pre-inventory sale is to reduce certain stock, step right out to the front in your advertisement and say so. Your own judgment will, of course, tell you which lines to cut and which to cut most. You know which goods you are most anxious to get rid of just now and you also know which lines you will not buy again, as well as what goods will be unsalable another season. Go over your stock and make a clean-up of all goods that are out of date, or seasonable goods on which you have an overstock.

Take all the newspaper space you can afford and advertise to the people, telling them plainly what you aim to accomplish. Do it in forceful terms and by methods that have never been dreamt of by your competitor.

A Western merchant last year published an attractive announcement, quoting prices and illustrating all of the special values—of which he had about a dozen. Prices were quoted as holding good for one month only. The introductory of the announcement read:

"Since Christmas I have been working continually getting ready for my annual Kitchen Goods Sale, counting the bargains I am going to offer. It promises to be more interesting than ever.

On Saturday, January 6th, I will sell to the highest bidder the $20 worth of tinware exhibited in my display windows. If the assortment does not suit the ones who get it, they have the privilege of selecting what they want, provided they select an assortment of the same aggregate value. I will sell other assortments to the highest bidder on the three remaining Saturdays in January."

This scheme proved a great success and it brought more people than the average auction or clearance sale could possibly bring.

BRIGHT PROSPECTS IN THE WEST.

W. H. Carrick, President of the Hamilton Stove & Heater Co., Hamilton, returned from a western trip just before the holidays. Mr. Carrick reports business in the West remarkably bright, his investigations being made in both builder's hardware and heating lines. Stocks in warehouses at western points, have been called on very strongly during the Fall and Winter in the West, and the outlook for 1911 is that larger orders than ever will be forwarded to manufacturers in Eastern Canada to supply the requirements of the West.

Mr. Carrick was struck with the large number of large office and warehouse buildings being erected in Winnipeg, Regina, Calgary, Vancouver, and other points. In Calgary he noticed quite a number of buildings having two or three additional storeys added in order to supply warehouse room for the large stock which it is necessary to carry to supply the demands of the Western country.

A RECORD YEAR'S SALES.

Col. W. M. Gartshore, General Manager of the McClary Mfg. Co., London, reports an exceptionally successful year in all classes of heating and household goods. Every part of the trade shared in the making of big figures to stand to the company's credit for 1910, and while some cancellations were received from Lethbridge and other Southern Alberta points in the early fall, crop conditions turned out better than first reports, and with hardly an exception orders which had been cancelled were re-ordered.

Col. Gartshore did not tell of the incident himself, but the Canadian Hardware and Stove Journal learned

that one of the McClary Mfg. Co's salesmen had made the record total of sales of $210,000 during 1910, this including the kitchenware, stoves, furnaces, etc.

LABOR TROUBLES OVER.

David Findlay, of Findlay Bros., Carleton Place, was a visitor in Toronto a fortnight ago. Mr. Findlay reports that the labor trouble which has handicapped his company considerably during the past season, has been terminated by the return to work of a large number of the strikers. Some new patterns are being worked on, and a most successful season is anticipated.

NOVEL NEW YEAR'S CARD.

Jas. Stewart Mfg. Co., Woodstock, sent out a novel New Year's card to customers of the firm, in the form of a handsomely printed circular entitled "The Inspiration of Work Well Done," an article by O. S. Marden, together with a personal letter of greeting signed by Chas. A. Stewart, the President of the company.

THIS DEMONSTRATION WAS A FALURE.

A novel stove demonstration was made in the window of a house furnishings store in December. A gas range, made by a well known Canadian manufacturer was exhibited by a salesman, who assembled and tore down the range in very quick order, showing its various advantages with the air of an expert. The demonstration was, however, a failure so far as sales were concerned, because it did not reach the class of people who are buyers of gas ranges. The window display had life and action in it and it attracted a great deal of attention, but most of those who stopped to look were men and boys, and women passing by could not get near the window because of the crowd of non-buyers observing the actions of the range expert. Demonstrations are very successful as a rule in selling all kinds of cooking apparatus, but the point which must be kept in view is that demonstrations must be made in such a way that the house-wife, who is the real buyer of kitchen requirements, is the one whose attention is secured by the demonstration.

FAITHFUL SERVICE RECOGNIZED.

"I hear that you are figuring on getting married shortly," said the general manager of one of Canada's largest stove manufacturing establishments to one of his salesmen a few weeks before Christmas, following this up with the assurance that the firm were well pleased and that a handsome bonus would be given him at the end of the year. "If you need one or two hundred dollars now you can draw on the bonus account if you wish to do so," added the general manager.

The salesman in question had been a faithful employe who had kept the firm's interest to the front at all times and by his persevering work, pleasing personality and knowledge of the goods his firm manufactures, he had been successful in building up a total of sales this year and, in fact, for several years past. This recognition of faithful services is inspiring not only to the salesman who received the reward, but to other employees who, while they may not know the full particulars of the incident, are indirectly inspired to do as well as their fellow salesman.

A. A. Wilson, recently of the Albert Pick Co., Chicago, and the Smith Anthony Co., Boston, has taken charge of the hotel range department of the Gurney Foundry Co., Toronto. Mr. Wilson's wide experience should stand him in good stead in his new position.

R. H. Berryman, Manager of Metals, Limited, Calgary, was a recent visitor in Toronto. Mr. Berryman reports a very satisfactory trade in all classes of heating goods in Alberta, both from the Calgary and Lethbridge branches of the company.

H. F. Moulden, secretary of the Stove Manufacturers' Association, Winnipeg, was a recent visitor in Toronto, but was called back west before the meeting of the Stove Manufacturers' Association Christmas week.

TWENTY-FIVE YEAR'S PROGRESS.

A quarter of a century ago, in 1885, when the Provinces of Canada were just being welded together into one national whole by the completion of the Canadian Pacific, reaching from Halifax to Vancouver, the Kemp Manufacturing Co., took over the business of the Dominion Tin and Stamping Works, established on Queen street east, Toronto, in 1867, Canada's natal year.

Now, after twenty-five years, the Kemp Manufacturing Co., with associated business, including the Kemp Manufacturing & Metal Co., Winnipeg, Kemp Manufacturing Co., of Montreal, and the Macdonald Manufacturing Co., Limited, Toronto, each having a distinct organization of its own, are all being consolidated into one large $5,000,000 company, which, we understand, Messrs. A. E. and W. A. Kemp, control absolutely, no outside capital being taken into the new corporation.

To commemorate the change in the name and internal organization of the business, the Sheet Metal Products Company of Canada, Limited, have issued a handsome souvenir booklet containing the announcement of their change, views of the principals and members of the staff, of the branch warehouses, works and process of manufacture, etc., and a thrilling adventure story entitled, "How the Lions Stopped the Railroad," a historical sketch of one of the obstacles which had to be overcome in building a national railway in South America.

Concident with the change the company are also issuing a new catalogue which fully describes the products of their plants, and a copy of which should be in the hands of every hardware, stove and housefurnishing merchant in Canada.

Speaking of the change in their booklet, the company say: "We attribute in no small degree the success of these businesses to the faithful services of those who have been intimately connected with their development, and in order that they may become more closely associated in the management of same, it has been thought advisable to adopt a form of organization under one head, and which will also be better suited to our growing needs. The striving after perfection in our products and cordial relations with our many friends and customers, which has dominated our policy for the past twenty-five years, will dominate in the future. May we not look forward to a continuance of your hearty support under the new name."

Heating and Metal Working

ELECTRIC HOT-WATER SUPPLY SYSTEM.

By Joseph B. Baker.

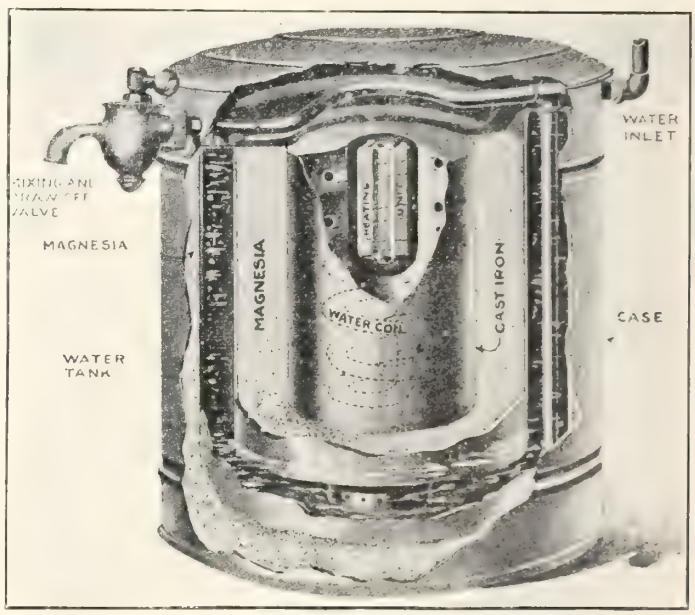
THE utilization of household electric heating devices has greatly increased in the past few years, thanks to the convenience and safety of these apparatus and the interesting novelty of their employment. The one great drawback has been the cost of electricity to run them, and this limitation has directed electric heating into the channel of utilization in a great variety of current-consuming devices—small cooking utensils and heaters for special purposes—and has prevented its utilization in appliances developing large amounts of heat. A new appliance which promises much in popularizing the consumption of electricity for supplying hot water in considerable quantities utilizes the heat-storage capacity of a mass of metal to deliver hot water of any desired temperature at any time when it is needed, whether or not the electric current is turned on at the time.

This electric heat-storage system marks an important step in the distribution of heat by the medium of the ordinary electricity supply mains. And in this respect it repeats the history of gas light and electric light distribution. Time was when every household made its own candles. Then came oil lamps, burning oils of animal and vegetable origin, and later, kerosene lamps requiring a chimney. The introduction of gas was the first step in the distribution of light and heat for the whole community from a central generating station; and with the development of the internal-combustion engine, gas also became available for power purposes. But hitherto electricity, the great rival of gas as an agent for the distribution of light and of power, has been at a disadvantage for use in the local production of heat, for two reasons, viz., transformation losses between central-station coal pile and heat generated in the consumer's translating device, and poor central-station load factor due to the natural irregularity in demand for current for lighting.

To discuss the first-mentioned reason: It is true that the efficiency of conversion of electricity into heat is one hundred per cent.; but this energy transformation, made on the consumer's premises, is only the last one of a series of transformations. The aggregate of the heavy losses back of the delivery of the electric current to the consumer—that is, in the chain of transformations from the heat energy represented by the coal pile into electrical energy at the central station switchboard—has made electrically generated heat prohibitively expensive when large amounts of heat were required, in the household and under all customary industrial conditions.

As to the second reason: Even with the existing transformation losses, electric current for all purposes would cost the consumer much less than it does at present were it not that although the electric light is the main load in every central station, the output from the station for lighting is very irregular through the twenty-four hours of each day. The demand for light reaches a maximum, or "peak," at a certain hour every day—later or earlier according to the advance of the season—and a large amount of central-station machinery, capable of delivering the electricity for this peak load, must be installed, although this load only lasts a short time. During the remainder of the twenty-four hours the greater part of the machinery is idle, though continuing to draw interest on the heavy investment of capital which it represents.

To summarize: The private consumer pays at a high rate for his kilowatt-hours of electricity, on account of inefficient generation of power, and uneconomical utilization of the central station plant necessitated by the irregular demand for light; and this existing high rate has delayed the general introduction of electrical appliances.



Electric Heat Storage Boiler.

The transformation losses mentioned can not be reduced materially in the present methods of generating electricity. In seeking to cheapen electricity supply by improving the load factor, attempts have been made to store electricity at the central station, as gas is stored at the gas works. But the electric storage battery, possible to use for this purpose, but not practicable on any large scale, is available only for the direct current; for the alternating current, which is generated in by far the largest number of stations nowadays, there is no means of storage.

The new electric system of hot-water heating is designed to solve the load factor problem by taking current at times convenient to the generating station to deliver the last, while delivering to the consumer elec-

trically heated water at any time convenient to him to utilize the hot water. It proposes to accomplish this by storing, not electricity at the central station, but heat on the consumer's premises; taking from the mains the current for generating the heat only during the daylight hours, when the lighting load is small, and thus by arrangement with the electricity supply company securing a special, low rate for current; since the full amount of machinery for the maximum demand for light must be installed anyway, and the company is naturally desirous of operating its machinery at its full capacity all the time.

The apparatus consists of a heating element taking a comparatively small current and placed in the center of a heavy block of cast iron. The last is cast around a coil of iron pipe, one end of which is connected to the house water piping, the other end of the coil being brought out at a special faucet. Surrounding the iron block is a thick wall of heat-insulating substance to hold the heat from escaping; any heat that does get through this lagging being taken up by a wall of water surrounding the same. Outside of all is another wall of lagging, so that almost literally none of the electrically generated heat is lost.

In operation, an automatic time switch turns on the current only during the load period each day, when the demand for current for lighting is small. By the long-continued heating effect of the current the temperature of the iron block is raised to about 500 deg. F., so that water entering the coil immediately becomes steam. A by-pass pipe leads to the faucet directly from the house piping, and by turning the handle of the faucet to various angles the cold water that flows through the apparatus is mixed with steam in varying proportions: the mixing faucet thus delivering water of any desired temperature from tepid to boiling. An apparatus of 300 killowatts capacity, cylindrical in shape and two feet in diameter and in height—a size adapted to ordinary household use—will deliver 30 gallons of water at 110 degrees temperature, as for a hot bath, ten hours after the current has been turned off.

The same principle is applied to cooking, employing a composite utensil of snugly fitting receptacles for individual articles of food, the whole inclosed in a single removable, heat-insulating cover.

TIME SHEETS FOR TIN SHOPS.

A correspondent in Eastern Ontario states that he is not satisfied with the system he has been using to keep track of the time of his tinsmiths and helpers, especially in the busy season. While he is doing a large volume of work, the profits seem to be eaten up in some manner, and when the end of the year arrives he is in doubt as to whether it is worth the trouble it entails to maintain a tinshop in connection with his hardware store.

The problem is one that has worried many hardware and stove men, and has been discussed at many trade conventions, the general opinion being that even though a tinshop does not pay big profits it is advisable to conduct one for the trade it brings to the store.

Aside from this feature, however, there is no doubt about the advisability of conducting a tinshop in connection with a hardware store, where the needs of a community demand it, and that with proper management the shop can be made to pay a handsome profit, both in jobbing and furnace work and in the erection of sheet metal building materials.

But careful account must be kept of the materials

WHEELER & BAIN

Time Sheet No. **Date** 190

DAY	DATE	NAME OF CUSTOMER	NAME OF WORKMAN	HOURS	NAME OF HELPER	HOURS	REMARKS
Saturday							
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							

RETURN SHEET FILLED OUT ON FRIDAY

used, as well as of workmen's time, as if there is laxity in this particular large quantities of materials will be lost track of and no charge made for it on bills sent to customers for work done.

Two time sheets used successfully by Toronto and

W. STEVELY & SON, Sheet Metal Workers,

LONDON, ONT.

EMPLOYEE'S DAILY TIME SHEET.

Name 19

KIND OF WORK		MATERIALS	HOURS

Entered in time book Foreman

London firms for keeping account of workmen's labor are reproduced, the one used by Wheeler & Bain, Toronto, covering a week's work on the part of an employe, while the other, used to the satisfaction of Wm. Stevely & Son, London, covers only one day's time.

Readers of the Hardware & Stove Journal are invited to send a short explanation of their experience with their use.

Ricard Bros., Sudbury, says that 1910 has established a high record for them in the stove trade, there having been a big demand for ranges, wood cooks and Quebec heaters. They report however, that these heaters have completely stopped the sales of high priced and ornamental ones on which there are better profits. "Mail order competition does not affect us in the least," writes F. A. Ricard, "In fact it helps us. We simply keep their catalogues at hand and use them as a means for convincing our customers that our prices are fair and right. We always sell a customer that comes to us after perusing a catalogue. Our experience is that if one knows his goods and his competitor's and has a fairly well assorted stock, he has the whole secret for meeting such, or any other kind of competition."

Paint and Varnish Trades

PAINT TRADE UNDERGOING A CHANGE.

An Ohio paint company recently issued the following statement, which covers the situation so thoroughly we reproduce it for the benefit of the trade in Canada.

In the life of every business there comes times of remarkable change, when permanent readjustment becomes necessary. The paint trade has reached such a period to-day.

When the Lowe Brothers had their first paint experience, Dayton was the center of the linseed oil industry of the country, eleven oil mills being located in this immediate vicinity. At that time a large part of the seed used in crushing was hauled to the mills in farmers' wagons, showing that it was raised in the vicinity of Dayton.

To-day there is hardly a field of flax in the whole state of Ohio, very few east of the Mississippi, and almost the whole crop is raised in the Northwest, including the United States and Canada. Dayton has not a mill in active operation, and there are few mills outside of the great cities of the Northwest and in New York for imported seed. Thus in one generation the business has been completely transferred to a distant section of the country.

Flax is essentially a virgin soil crop, and until farmers can be shown clearly that it is more profitable than other crops it will not be raised in the older portions of the country, either in the United States or Canada. "Virgin soil" becomes scarcer each year on this continent. It is true that there are large areas yet unbroken, but they are comparatively small and only a portion is developed each year. The same fact is true of Argentine, the greatest producer outside of the United States.

Linseed oil, originally consumed largely by the painting trade, is now extensively used by manufacturers of other products, like linoleum, oil cloth, shade cloth, soap, etc. Each year seems to add to the possible uses of this valuable oil, whose properties differ in so many ways from other oils.

Some Interesting Facts.

Thus far no one has found a real substitute for linseed oil in paint making, one which the reputable paint maker is willing to use with the assurance that results will be equal to those now secured with linseed oil. The use of fish oil and other semi-drying oils requires an excess of artificial dryers, which may make the paint dry well enough, but which are sure to impair its durability.

The present market situation is due, not to any manipulation of speculators or combinations, but to the determination of the farmer that he can make more by raising other crops than he can by raising flax.

This is not a sudden condition, but is the result of a number of years of large use of oil products with steadily decreasing balances each year.

The present year found oil producers, oil users and paint manufacturers with absolutely no surplus with which to begin the new year. There was therefore no anxiety on the part of the producers and crushers to sell, and there was a corresponding anxiety on the part of the manufacturers to buy. This naturally meant higher prices for seed and oil.

Because of these higher prices the crushers and the manufacturers are not using more oil than they must to meet current requirements, and yet there is no accumulation of supply.

This condition has been coming gradually—large yields for several years hiding the comparatively small increase in acreage. Two years of short crops suddenly called attention to the fact that the use of flaxseed and linseed oil in the world had increased much faster than the production.

America is no longer a flaxseed exporting nation, but belongs to the group of importing nations, with the prospect of a continued and perhaps increasing shortage in its production.

With all the increase, the cost of liquid paint to the user has not kept pace with that of many other products that enter into daily living or into building.

With costs as they are, it is impossible for us to get together the materials for a gallon of paint at the price at which the paint was sold a few years ago, to say nothing of the grinding, mixing and other elements of manufacture, and leaving out all questions of profit. The temptation to weaken quality by cheap materials or by the use of water is very great, for "all paint looks alike in the can." It takes use and time to show what is wrong.

How Market is Affected.

The day of great acreage of flax being past, the time of low-priced flax-seed is past, and consequently the day of low-priced oil.

Naturally there will be from time to time some variation in the price of seed and oil, and a corresponding change in the price of finished products like liquid paint. This will continue until some invention greatly increases the value of flax as a farm product, overcoming the difficulties that farmers see, or until some one finds a genuine substitute for linseed oil in paint, the supply of which will be reasonably uniform.

Since there is no surplus of seed or oil in the country, prices must naturally remain high for a year, or probably two years, even assuming that the crop of 1911 will be large—for until some one has accumulated a surplus, the prices will remain near the present figures, if they do not go higher.

If the manufacturer is determined to maintain his quality, he must secure the higher price to warrant his continuance in business. He will do this—as this company proposes to do—even though he sees his margin

of profit dwindle to very near the danger line, for his reputation is as dear to him as his dividends.

If the merchant is to continue in business and maintain his reputation for supplying his customers with the best articles, in the belief that the best is not too good for his trade and that it is the cheapest, he too must sell at a price that will assure a fair margin, and his customers want him to have it.

Whatever may be the reasons, everything that enters into living and into building costs more to-day than a few years ago, and there is no reason why paint should be an exception.

It devolves upon the dealer to educate his customers to the truth that paint is protection and its use is economy, for the destruction of decay is far greater than the destruction of fire. The difference in cost is too small to risk this loss by decay.

It is true that linseed oil is not the only thing to consider in determining the price of paint, but the increased cost of lead and other materials, of labor, power and everything that enters into cost—but that is another story of the same tenor, and altogether they have given the manufacturer food for thought.

VARNISH MEN HOLD BANQUET.

The travelers and office staff of the International Varnish Co., Toronto, held their Annual Convention on December 19th and 20th. The past year's business was talked over, and suggestions and plans for 1911 were



James E. Ebersole.

also discussed. The company has made quite a stir amongst the retail trade in Canada, owing to the large number of demonstrations held in retail stores, and the progressive methods adopted to induce the general public to attend these demonstrations. The greatest enthusiasm was expressed regarding the results recured, and also as to the outlook for 1911. At the conclusion of the conference the staff surprised their general manager, J. E. Ebersole, making a presentation to him as a token of their appreciation of his management of the business

SUBSTITUTION OF BRUSHES.

A traveler for a brush manufacturer has called the attention of the Canadian Hardware and Stove Journal to the practice of many jobbers to substitute lines which they did not have in stock. This traveler has run across several cases recently where his line of goods had been specified by a retailer, but when the shipment arrived the retailer found that goods made by another brush manufacturer had been sent by the jobber.

There are times, undoubtedly, when the jobber must substitute, in order to give the retailer the service he is desirous of securing, but such cases of substitution as is referred to where the dealer specifies a certain line of goods, and another line altogether is sent him, is a kind of substitution which should be frowned down upon.

NEW CANADIAN PAINT FACTORY.

One of the oldest and best known English paint manufacturers have entered the Canadian paint market this year. The Canadian branch of Pinchin, Johnson & Co., Limited, London, England, whose works were established in 1834, have during the past year erected a thoroughly modern paint factory on Carlaw Avenue, Toronto., and arrangements are now completed to push the sale of their "Minerva" paints and varnishes aggressively during 1911.

Jas. E. Ebersole, general manager of the International Varnish Co., Toronto, president of Pinchin, Johnson & Co., (Canada), Limited, is a Canadian by birth, having spent his boyhood in Haldimand county, Ontario. After many years' experience in the paint and glass trades in the United States, he returned to Canada a couple of years ago to take the management of the International Varnish Company.

During the holidays the annual convention of Pinchin, Johnson & Company's travelers was held in their new factory, the policy of the company, the quality of the goods, and the plans for the coming year being all considered. A staff banquet was also held at the conclusion of the conference. The travellers will begin calling on the trade in January.

RETAIL PAINT PRICES MUST ADVANCE.

When the paint manufacturer's costs in all their varied forms slowly but surely creep up, until his earnings are in danger of being swept away—he must advance his selling price.

The "Quality Man" has nothing to fear—he need make no apologies—the modern public are well read, and know the reasons for the advance. In fact it is more difficult for a manufacturer, and for a dealer to explain why he has not advanced prices than it is to tell the legitimate reasons, which make necessary the increase.

The reasoning consumer, although experiencing the natural shock of an increased cost, will accept as logical the new figures, and even distrust the quality of paint that is not being sold at a higher price.

It is obvious that the retail dealer must counterbalance his increased cost by an increased selling price.

DO A BIG PAINT BUSINESS IN 1911

USE M. L. PAINTS

TO MAKE PROFIT

LIVING expenses are going up. Paint is a preservative. M. L. Paint, ready to use, is the best line a retailer can carry. Its cost is much lower relatively. A $10 sale of M. L. Paint covers this year construction worth $100, let us say. It protects that structure perfectly for 5 years, say. That construction worth $100 to-day may be worth $130 to $135 in 1916, if preserved, under the increased cost of the material that goes into it, figuring 1916 values.

Besides that saving from deterioration—protection, which is worth, say, $5 a year, the paint has really **made** an increased selling value of $35 for the user's property.

This means $25 added to $35, or a potential value of $60 in a $10 sale of M. L. Paint.

Paint is cheap—if it is M. L. Paint.

If it is not a paint that **protects**—not right—not the right material or the right grinding or mixing, or the right paint for weather protection, no dealer can afford to sell it.

A $10 sale of poor paint now may give 2 years' protection, worth $10 and a 3 year deterioration of the $100 construction mentioned. It is perhaps worth only $100 or $95 in 1916, through this loss. This is $40 less than the $135 valuation of a perfectly-protected $100 construction under 1916 increased-value higher-cost-of-living-then valuation.

The $10 poor-paint sale loses $15 in protection service and $40 in valuation loss and gives only $10 real service—$45 loss.

Mr. Dealer—you get the **benefit** of the $60 saving of M. L. paint against the $45 loss of poor paint, and the **hurt** poor paint does your business.

NOW, right now, stock up with **good** paint—rightly made.

It takes care of your future good-will and profits as a retailer—your prosperity.

It gives you standard 1911 paint profits NOW. It also works **for you** long after you made your M. L. sale to your customer.

Imperial Varnish & Color Company, Limited

6 Morse Street, Toronto

524 Beatty Street, Vancouver — 106 Princess Street, Winnipeg

Highest Quality Proved by Guarantee on

B-H. "ENGLISH" PAINT

70% Pure White Lead, 30% Pure White Zinc, 100% Pure Paint

There are many paints and many guarantees, but there is one recognized standard in paint making. Therefore, the only guarantee that insures quality to you, is one that shows the formula and tells you, not only that standard pure raw materials were used in its manufacture, but that these standard pure raw materials were used in right proportions.

Every can of B-H. "English" Paint that leaves any one of our factories, bears the following guarantee:

We guarantee this B-H. "English" White Paint is made from Brandram's B.B. Genuine Government Standard White Lead and Pure Zinc White in the following proportions:

70 per cent Pure White Lead
30 " " " Zinc } 100 per cent Pure.

Mixed ready for use with pure linseed oil, turpentine and dryer.

On every can of B-H. "English" Paint where the shade can be made on a white base, there is a guarantee label showing that the white base consists of 70% Pure White Lead (Brandram's B.B.) and 30% Pure White Zinc.

B-H. "English" Paint gives you a good profit, for we are able to make our price low, because we corrode and grind White Lead and manufacture Dry Colors. You command the highest market price because of the quality—and therefore economy—back of the goods.

B-H. "English" Paint will be sold in your town. Write us to-day for 1911 Price List and details of the selling plans. Address our nearest office.

BRANDRAM-HENDERSON LIMITED

MONTREAL HALIFAX ST. JOHN TORONTO WINNIPEG

Market Situation

CANADA'S BEST YEAR.

Manufacturers, wholesalers and retailers unite in agreeing that 1910 was the best in the history of the Canadian hardware trade. Not only was the demand for hardware large in volume, exceeding even the big year, 1907, but prices were, with one or two notable exceptions, remarkably steady all through the year, the exceptions being tin, in the metal market, which closed the year with an advance of about twenty per cent. over the beginning, and turpentine and linseed oil, in the paint market, which advanced between thirty and forty per cent.

While political influences affecting the United States metal market reflected slightly on the Canadian market towards the end of the year, all branches of the hardware, stove and paint trades report the most profitable year in their experience, the splendid demand making it possible for sellers to enforce strict terms upon buyers.

Builders' hardware, stoves, furnaces and paints, were never in greater demand, and in spite of large buying stocks are very low in warehouses and on retail shelving. The larger cities benefited most, of course, Toronto's building total reaching $21,000,000, Montreal's $16,000,000, Winnipeg's $15,000,000 and Vancouver's $13,000,000, increases of 16, 103, 64 and 81 per cent. respectively. The smaller cities, and the scores of new towns established in Western Canada also accounted for much of the increased consumption, and the 325,000 people who migrated to Canada from Europe and the United States helped to provide the market for the goods, the sale of which provided manufacturers, jobbers and retailers with such a satisfactory year's total.

The past year has also seen a big development in Canada's manufacturing industries, new factories and additions to existing plants being heard of on every hand, but while there have been several new stove and hardware factories established, it is in the paint trade that the greatest progress has been made. Not only have United States, but also British manufacturers established plants in Canada, and older manufacturers, already having plants in Eastern Canada, are erecting branch factories west of the lakes.

And what of the outlook? On every hand there is the greatest optimism, and but little attention is being paid to the talk of depression in the States, this being considered merely incidental to a political controversy between the railroads and the reformers who are insisting upon having a little less of their wealth extracted from them by high railroad rates and an abnormally high tariff.

The road is clear and there are no danger signals ahead so long as buyers continue to use caution and judgment in ordering their requirements—caution of the type shown by a Canadian hardware jobber, who last week said: "This has been our biggest year, and we had to buy heavier than ever before, but you couldn't go through our warehouse and find $100 worth of unsaleable stock."

Nineteen hundred and eleven bids fair to be another record-breaking year.

METAL MARKETS.

Conditions in the metal market at the beginning of 1911 are quite satisfactory, the past year having been one of the best in the experience of Canadian foundrymen and metal jobbers. It is true that the market has been affected somewhat during the past three months by the action of the American railways in withholding orders, and thus causing a depression in the iron and steel industry, with a consequent closing down of many furnaces. The situation is considered to be purely political, however, and as strong hands are in control of the U. S. iron and steel market, the curtailment of production should hold the market steady. Beyond adding a feeling of caution to the Canadian market, and the offering of some stocks of American iron at cut prices for immediate delivery, there has been no reflection of the situation in the States on this side of the line, and 1911 is considered as likely to be even a better year in Canada than 1910 was.

Pig iron prices held firm in Canada all through 1910, the large consumption of steel in railway and structural work keeping several Canadian furnaces from competing for industrial needs. No. 2 Canadian foundry is quoted at $19.

Tin has had a big year, the demand being very active in spite of a steady advance in prices, due to the market being controlled by an English syndicate. Prices have advanced during 1910 from 35 1-2 cents to 42 cents per pound, and the year opens with the market firm at that price. Bookings for future delivery are being made rather cautiously on account of the high price, but there are no indications of a decline.

A large trade was done in copper during the year, but there was always plenty of stock available and prices were never strong, remaining in the neighborhood of 14 cents all through the year. As the market is overstocked the same condition continues.

Lead and spelter were steady in Canada during the year, although there has been considerable speculation in the latter in foreign markets, and it is very weak at present in the States. Lead is quoted at 3 3-4 cents and spelter 6 1-4 cents per pound.

Plates and sheets have been firm and begin the year stronger than a year ago, stocks being very light and prices of Canada plates subject to the recent 25 per cent. advance.

STOVE AND HEATING MARKET.

The past year was an exceptionally good one for Canadian stove and furnace manufacturers, and stocks in both manufacturers' warehouses and in retailers' hands are very light. The early winter and steady cold weather has been very favorable to the stove and heating trades, and many retailers had difficulty in getting shipments of repeat orders.

"Dealers are to blame themselves," said one manufacturer, "as they won't place their orders early enough. They are protected in price, and early shipments are dated ahead to September, but they hold their orders and then expect to be all supplied at once."

"Trade for 1910 was the best in our experience," writes another manufacturer, and the demand during the last three months of the year was particularly good, showing that dealers are not carrying over excessive stocks, and have been buying very carefully. For this reason we think the outlook for 1911 is particularly bright. Prices of raw materials have advanced considerably, which should prevent any cutting of prices." Labor continues scarce, and prices should be firmly maintained during 1911.

COST OF DOING BUSINESS INCREASED.

Peleg Howland, president H. S. Howland, Sons & Co., Toronto, writes:

"The past year has been a very active one in hardware business, judging by immediate experience; the conditions of the country being particularly favorable, and it is to be hoped that the results have been satisfactory to both retailer and wholesaler, though all must have had the net returns affected by the increased cost of doing business caused by the high cost of living, which has forced an increase in the wages of all kinds of labor. Prices have been generally steady, the declines few, and the advances confined chiefly to such articles as are comprised wholely or in part of wood, rubber, leather or linseed oil. Collections have been good, and losses from failures few.

"The outlook is good, Ontario in particular having been favored with excellent crops. Factories are busy, the output from lumbering is large, and the returns from our mines have increased. I can see no reason therefore, why merchants should not prepare themselves with confidence for an active business in the earlier half of the year."

BOOKINGS FOR SPRING HEAVY.

Lewis Bros., Montreal, report that at their recent salesmen's conference the greatest enthusiasm prevailed regarding the outlook for trade in 1911. Bookings for spring delivery are far in advance of last year, there being a greater confidence as to the future on the part of retail customers.

Are You Making Any Money on Paint?

Perhaps the "price" of the paint you handle includes heavy advertising expenses—consider this carefully—it means the difference between Price and Value.



Here is the square deal paint for the dealer. The honestly made paints that give satisfaction to the consumer.

Tone Up Your Business with Better Profits



Have us tell you more about this pair of business-builders. Write for prices and color cards to our nearest depot. They will interest you.

Canadian Oil Companies, Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY



BOECKH'S

Name and Design Reg. 1908
Patented - - 1910

"Steel Grip"

Painters' Brushes

Are made so as to permit of an even, easy flow of the Paint or Varnish and the Bristles are held firmly by the Compressed Nickel Ferrules, thereby preventing shedding of the Bristles.

Made in Oval and Flat

WRITE FOR PARTICULARS AND PRICES

The Boeckh Bros. Company, Ltd.

Toronto, Ontario

ESTABLISHED 1856

PAINT MARKET INTERESTING.

The retailers who bought paints or oil liberally early in 1910 were the fortunate ones, as during the whole season the market advanced pretty steadily, by which the speculators in the future, in both linseed oil and turpentine, had an opportunity to reap large profits, but as the season began with fairly high prices the conservative dealers mostly looked for reductions rather than advances, in which they were doomed to disappointment. Manufacturers of varnishes and prepared paints also found considerable difficulty in advancing their prices sufficiently during the year to afford them as good profits as they secured other seasons.

All parties interested in the paint and oil business are now looking into the future, as the time is at hand to send out their travelers to make contracts for the spring and summer deliveries. With present prices for raw material the outlook is for extraordinary high figures, as all the flaxseed that was grown in the Dominion during 1910 has been bought up, largely by American dealers, so that linseed oil for the early part of 1911 must remain at a very high price. The crushers to make their own and a small profit out of the oil they now have on hand, or the oil they may make from seed which they have been able to procure or are likely to get for the next three months, must charge in the neighborhood of $1 per gallon for raw oil in carload lots.

Grinders of white lead claim that the margin was very close between actual cost and selling price for the year 1910.

In mixed paints, of course, an advance must be secured over the price at which sales were made for 1910, as all their raw material has advanced at least 25 per cent., and some 33 1-3 over the cost of a year ago, and while competition is very strong in this line the cost of both linseed oil and turpentine will force the producers of all kinds of mixed paints and paints ground in paste form to advance their prices over last year.

Turpentine began last year with sales of single barrel lots at 81 cents per imperial gallon, while to-day the cost of turpentine in carload lots cannot safely be figured at less than $1 per gallon, so that the season should start out with single barrels at $1.10 per gallon. This will be thought to be a very extraordinary price and the consumers, no doubt, will be influenced to try many kinds of substitutes, but those who wish to maintain the quality of their goods cannot look for a very great reduction from these figures. As the stock held now at the point of shipment from the Southern States is only half what it was a year ago, and prices having been extraordinary for the past three months, the producers of turpentine in the bush have been selling as quickly as they could produce. It is likely to be the latter part of March or beginning of April before the market will be affected with next year's crop. It is claimed that labor is very much higher in the Southern States now than it was a year ago, and as timber is getting scarce, the supply of gum becomes limited from year to year. Under these conditions it is not surprising that renewed efforts are made to produce spirits of turpentine from waste that comes from the lumbering section, and also from the old timber and stumps. The production of turpentine from this source of supply has been very much improved in the past two years, and under what is known as the steam process is much milder in the odor than formerly. Many varnish makers in the United States are now using this product almost exclusively in their varnishes, and the producers are able to get within a few cents of the price at which the gum turpentine is sold, and as this product analyzes very much the same as the gum turpentine it is claimed that for all practical purposes it can be used as readily as the gum product, the odor being the only drawback.

The rosin market has undergone a very considerable change during the past year; this is especially the case in regard to the darker grades, that being accounted for partly from the fact that the manner of securing gum has been improved upon, and the appliance now used for the collection of gum permits of it being secured in a much better condition than formerly. Consequently, the quantity of dark rosins now produced is much smaller in proportion than was the case some two years ago. The price for "G" and below, is about 50 per cent. higher than that obtained a year ago.

NEW PAINT FACTORY AT WINNIPEG.

Z. E. Martin, president of the Martin-Senour Co., Chicago, has been honored by election to the Presidency of the Paint Manufacturers' Association of the United States. Mr. Martin is a former Canadian, having spent his boyhood at Knowlton, Que. In 1882 he went to Chicago to become a salesman for the concern of which he has been president since 1893. The Martin-Senour Co. have made rapid strides since the establishment of their Canadian plant in Montreal, two years ago, under the management of W. H. Gerke. A new plant was erected in Montreal last summer, and is now in operation for paints for supplying the trade of 1911. Arrangements have also been completed for the establishment of a paint factory at Winnipeg by the Martin-Senour Co., to be in operation about June 1.



Z. E. Martin

NEW TRAVELERS APPOINTED.

Brandram-Henderson, Limited, held their Annual Staff Conference in Montreal Christmas week. Several new travelers have been added to the staff in Ontario work, under A. W. Poole, Manager of the Toronto Branch; A. T. Lowery is covering North-eastern Ontario, Leonard Mould, North-western Ontario, and H. B. Shuttleworth, South-western Ontario.

The Peterboro Hardware Co., Limited, Peterboro, have built a fine wholesale warehouse on a railway siding opposite the C. P. R. depot in that town, and are now making a bid for the trade of retailers in their section, travelers covering all the territory adjacent to Peterboro. H. P. Morgan has again been chosen president and general manager; Theo. McWilliams, vice-president, and C. M. Blewett, secretary treasurer. M. Comstock, who has been manager of the retail department, has withdrawn from the business, Mr. Morgan taking over his interest.

Milton Adams, of Adams & Vandusen, Picton, called at the Journal office with his subscription, on his release from the Toronto General Hospital on Jan. 7, after a week's confinement following a slight operation.

J. E. McRobie, secretary Winnipeg Retail Hardware Association, has been appointed assistant hardware customs appraiser. Mr. McRobie was formerly secretary of the Western Canada Retail Hardware Association.

Frank A. Childs, who has conducted stores at Matheson and Cochrane for a couple of years, recently opened a third store at Kelso Mines, and during November and December the trade in the new store was of very large volume, owing to the demand created by prospectors going to the Porcupine Country. Mr. Childs is now to be joined by his brother, Chas. B. Childs, who for several years has been a manufacturer's agent in plumbing and heating lines in Toronto. The latter will take charge of the store at Kelso Mines, F. A. Childs will remain at Matheson, while Walter Thompson will be manager of the Cochrane store. The business at the Cochrane and Matheson stores during 1910 totalled to considerably over $100,000.

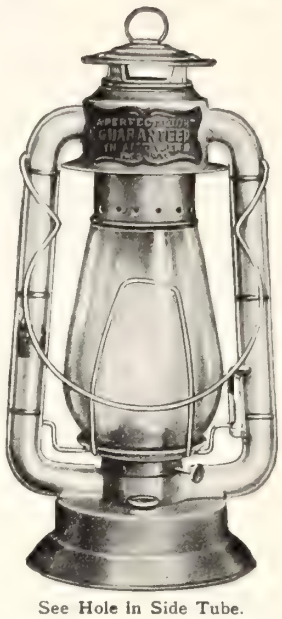
John Bailes & Sons, Oshawa, supplied their customers with pretty japanned trays this year instead of a calendar, and report that the change was much appreciated by their customers.

BEACON COLD BLAST LANTERNS

BRIGHT TIN

Japanned with Lacquered Founts,
Japanned with Brass Founts,
and Japanned with Dash Board.

All Lanterns are fitted with new extinguishing device.



See Hole in Side Tube.

FITTED WITH

No. 2 BURNER
1-INCH WICK
No. 2 GLOBE

INSIDE LIFT

The simple lever or crank on the side tube raises the globe to light, and locks the globe down to burner.

Packed in cases of one dozen.

Can be filled, lighted, regulated and extinguished without removing the globe.

Standard size for kerosene.

Fount holds sufficient oil to burn nineteen hours.

Prices on Application.

The Sheet Metal Products Co., of Canada, Limited

Successors to Kemp Manufacturing Company

MONTREAL TORONTO WINNIPEG

"MAXWELL"

Hardware Specialties

Will Increase Your Spring Trade

A really good line of machines for use around the house strongly attracts women to your store. That means a bigger trade in staples as well as the business in the specialties themselves.

Maxwell's Washers, Churns, Wringers, Lawn Mowers and Barrows are known throughout Canada as durable, easy-working and thoroughly satisfactory—in fact as the best line on the market. The new

CHAMPION HIGH SPEED WASHER

well deserves its name. It has all the good features of the famous "Puritan" with a new momentum driving mechanism. The heavy balance wheel revolving four times for every stroke of the lever makes the "Champion" run very smoothly and easily.



The Maxwell line pays good profits, wins good customers. Write for Catalogue.

David Maxwell & Sons, St. Marys, Ont.

Canadian Trade News

G. H. Clarke, Niagara Falls, who a year ago took over the hardware business of Clarke & Crawford, reports that cash sales increased thirty per cent. in 1910, the year's trade having been exceptionally satisfactory.

Burrow, Stewart & Milne, Hamilton, have opened a branch warehouse at Winnipeg under the management of Lionel Haney, formerly traveler for Caverhill, Learmont & Co. A six-storey warehouse is being constructed at Winnipeg, and a full stock of ranges and heating goods will be carried at Winnipeg in the future.

W. W. Chown Co., Belleville, say that while the advanced price of linseed oil has decreased to a certain extent the sale of oil, that ready mixed trade during 1910 was very satisfactory, the higher prices not having any effect upon the demand. Their stove trade has also been very satisfactory and the carried-over stocks are very light.

The Supreme Heating Co., Welland, whose business was established only a little over a year ago, has made remarkable progress during the season of 1910, having placed on the market two styles of gas ranges, two sizes of base burners, two styles of Oak Heaters, five sizes of furnaces, and a line of gas ranges for both natural and artificial gas. They made important improvements, also, in their steel range. Distributing warehouses have been opened at Montreal, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver, with agencies at Halifax, St. John and Toronto. John D. Meister, of the Fox Furnace Co., Alyera, O., is the company's President and Manager, and Jas. J. Hickey, formerly of the Gurney Foundry Co., is Superintendent and Assistant Manager.

BUSINESS CHANGES.

Essex, Essex Hardware Co. succeeds F. J. Rosebrugh.

London, Ald. Burley Bennett, will open a hardware store.

Ottawa, W. G. Charleson moved into new store.

Perth, James & Reid moved into new store.

Toronto, W. B. Morrow establishes manufacturers' agency at 100 Church Street, representing cutlery and shaving supply houses.

Ottawa, Mulhall Hardware Co. being organized.

New Liskeard, Biggs Bros., new store, moved from North Cobalt.

Francis, Sask., H. W. Storey, sold to W. J. McCloud.

Camrose, Alta., H. W. Storey, new store.

Trail, B. C., Trail Hardware Co., new store.

Moose Mountain, Man., the Moose Mountain Co. has taken over the business of the Moose Mountain Lumber and Hardware Co., with agencies at Arcola, Kisbey, Forget, Stoughton, and Heward, Sask.

Macklin, Sask., George Anderson sold to Graham Bros.

St. James, Man., George Thompson, new store.

Mortlach, Sask., James Lawrence sold to Frank M. Jackson; W. A. Macdonald sold to G. H. Plaxton.

Vulcan, Alta., Lindsay Hardware Co., incorporated.

Fairview, B. C., J. A. McKenzie sold to Grant Gunn.

Rossland, B. C., Martin Bros. sold to W. K. Ealing.

Halbrite, Sask., J. L. Dods sold to R. J. Fenwick.

Salvador, Sask., Ross Lumber Co. opened branch hardware store.

Davidson, Sask., Pioneer Hardware Co., incorporated.

Meldon, Sask., Fred L. Gimby, new store.

Ryley, Alta., Finseth Bros. sold to P. P. Kjosness; E. Clump opened tinshop.

Castor, Alta., Morris & Taylor sold to Williston Trading Co.

Eyebrow, Sask., W. W. Kearns opened tinshop.

Purdue, Sask., McLellan & Co. opened tinshop.

Saskatoon, Sask., J. H. Ashdown & Co., Winnipeg, will erect a distributing warehouse.

Glen Ewan, Sask., T. S. Rank sold to Witheringham & Haines.

Elgin, Man., W. D. Cameron sold to Ross & Smiley.

Lowe Farm, Man., Renter & Spalding succeeded by C. A. Sparling.

Deloraine, Man., Thos. Boone closed branch at Waskada.

Stewart, B. C., Falconer & Johnson succeeded by Falconer Hardware Co.

Moosejaw, Sask., Arthur Latham, moved into new store.

HARDWAREMEN ELECTED.

H. Occomore, stove merchant, Guelph, was a successful candidate for Alderman in the elections at New Years, this being his first entry in municipal politics. S. Penfold, of Penfold Bros., hardwaremen, was also elected an Alderman. Mr. Occomore was President of the Retail Merchants' Association at Guelph last year, and is at present a member of the Executive of the Ontario Retail Hardware and Stove Dealers' Association.

Fred G. McBrien, hardware merchant, Toronto, was a successful candidate for Alderman in the recent municipal elections. Mr. McBrien is only twenty-five years old, having conducted his first campaign before he was of age.

Elora defeated a by-law to exempt Bissell foundry from taxation for ten years.

Orillia did not give enough votes to pass a by-law granting a loan of $12,000 to the National Hardware Co., for a term of years.

W. R. Turnbull, of Turnbull & Cutliffe, Brantford, failed to win the Mayoralty by 160 votes.

London passed a by-law giving a fixed assessment for a term of years to the McClary Manufacturing Co.

Lt.-Col. Gartshore was elected to the hospital trust by the highest vote given any candidate.

Mayor Marsh, foundryman, was defeated for re-election at Belleville.

Benjamin Moore & Co., West Toronto, report that their sales of Muresco increased 35 per cent. in Canada last year, while their paint and varnish sales were 25 per cent. higher than the previous year.

C. P. R. BEST LINE TO PETERBORO.

Railway Arrangements for the Annual Convention at Peterboro, February 21 to 24, 1911.

With the Annual Convention a month distant, all indications are that the success and attendance of the 1910 meeting will be eclipsed at the Peterboro Convention this year. The same railway arrangements will be in effect this year as in 1910—single fare for the round trip on certificate plan, and the attention of all is particularly called to this arrangement. When ticket is purchased it should be stated that it is for the Ontario Retail Hardware and Stove Dealers' Association Convention at Peterboro, and a convention certificate must be obtained. A one way ticket to Peterboro and the certificate will be received, and when the certificate has been signed by the Secretary of the Convention at Peterboro, thus verifying attendance, the railway will issue on presentation a return ticket to destination without charge.

Remember Last Year.

It will be remembered that at the 1910 convention a considerable number of those in attendance overlooked obtaining convention certificates at the time they purchased their railway ticket and some difficulty and inconvenience was entailed. Besides the low rate obtained for the convention from the railways, necessitates a guaranteed attendance, and the Association does not benefit in point of numbers by those who overlooked obtaining convention certificate at time of purchase.

Dates of Sale and Return Limit.

The single fare tickets will be on sale February 17th to 24th, and good for return until February 28th.

Trains leave Toronto via C. P. R. 9.02 a.m., daily, 5.00 p.m. week days, 10.00 p.m. week days, and 10.30 p.m. daily. The 10.00 p.m. train runs from North Toronto station. Canadian Pacific is the direct route to Peterboro, and arrangements for special train service by that route may be made.

Preston Steel Ceiling



The dealer who is looking for profits should put his energy behind Preston Steel Ceilings.
They are the most modern, best advertised and easiest-to-erect ceilings on the market. You make money on both material and erection, and there's

No Need to Carry a Stock

You sell direct from our Catalogue. Write us for a supply of advertising literature.

The **Metal Shingle & Siding Co.** Limited
PRESTON and MONTREAL

Hardware Advertising

THAT'S OUR LONG SUIT

¶ Let us "ginger up" the selling power of your advertising. The money you lose by wrong methods will more than pay for our service. The increase will be "velvet" for you.

¶ We write "Sales Producing" copy for Letters, Folders, Booklets, Mailing Cards, Newspaper and Magazine "ads," in fact anything from a hand-bill to a bill-board.

¶ Give us details of your requirements—what you have done and what you would like to do. Then, without any obligation on your part, we will tell you what we can do.

¶ Suppose you write to day.

Business Promotion Bureau

69 ADELAIDE ST. E., - TORONTO

Ontario Hardware Retailers are Invited

to spend an hour or two in our factory during the big Retail Hardware Convention to be held in Peterboro, Feb. 21 to 24.

WE ARE INTRODUCING TWO NEW TOOLS

The **Trent Double Twist Auger bit,** a high-class bit, made in all sizes from ¼ to 1¼ inches, and a new **Wire Stretcher,** a simple device which will fit any brace and do remarkably good work.

HAVE YOU EVER SEEN AN AUGER BIT MADE

It is one of the most interesting processes in hardware manufacturing, and as you should know the goods you stock, in order to sell them intelligently, it will pay you to see our machines work.

If you cannot attend the Convention write for particulars about our new Bit and Wire Stretchers.

RAPID TOOL COMPANY, LIMITED, PETERBORO

SILENT AND SAFE

THE NOISELESS

Simplest, Lightest and **Easiest Running Dolley type** Washing machine yet produced. It's had the "Third Degree" for several years and carries the healthy sign of **steadily increasing sales.** No useless "frills" about it, just common sense used in its construction.

A GLANCE

at the **patented** mechanism shows the **strength, simplicity** and mechanical perfection. Notice the **absence** of **cogs, springs,** and **finger catchers.** The tub has all the exclusive features peculiar to our products. The visible and invisible parts are equally well and carefully made, resulting in a **good machine** and a **good looker.**

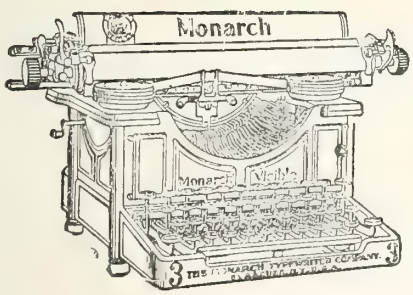


Eastern Agents: W. L. Haldimand & Son, Montreal
Western Agent: H. F. Moulden, Winnipeg



CUMMER-DOWSWELL, Limited, MAKERS, HAMILTON, ONT.

EVERY RETAIL MERCHANT SHOULD USE A MONARCH TYPEWRITER



BECAUSE:

All business letters, bills, estimates, etc., should be typewritten.

Business etiquette demands it.

Personal and circular typewritten letters are an excellent and inexpensive method of advertising.

BECAUSE:

The Monarch has every device to handle retail office work.

It is durable beyond compare—it will last a business lifetime.

The work is always in full sight. It is modern: it is complete.

THE MONARCH

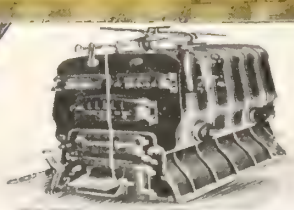
Can be purchased by making small monthly payments. Write for styles and prices.

The Monarch Typewriter Company, Limited

46 Adelaide Street West, Toronto, Ont.

Branches: MONTREAL, LONDON, HAMILTON AND OTTAWA

DESIGNING ENGRAVING IN ONE OR MORE COLORS



LEGG BROS. ENGRAVING CO.

5 Jordan St. Toronto.

Vol. 3. PETERBORO CONVENTION NUMBER. No. 2.



If not already a subscriber this is an invitation to get on our list.

GILLETTE AMMUNITION



For a High Score in 1911

The wisdom of pushing the five-dollar, price-protected GILLETTE in preference to any other razor is apparent to every dealer. There's the sure, substantial profit—the certainty of pleasing every purchaser—the steady trade in blades—and the chances this trade gives to gain regular customers for other lines as well.

In most cases, selling a man a GILLETTE is simply giving him what he asks for. But there are still some men not aware of the GILLETTE's superiority, who will ask for an old-style razor or a make-shift safety, or else continue to put up with their present shaving outfit.

It is therefore money in your pocket to have your clerks, as well as yourself, thoroughly posted on the GILLETTE, ready to use, find and make as many opportunities as possible to sell it.

Here are some talking points that win:

GILLETTE thin blades take an absolutely uniform and perfect temper that cannot possibly be given to a thick blade.

Automatically accurate honing with diamond dust, and automatic stropping, give every GILLETTE blade a keenness which no other razor has ever equalled.

Each edge of every GILLETTE blade must split a human hair before it is passed by our inspectors.

The extreme hardness of GILLETTE blades makes it as unnecessary as it is impossible to strop them between shaves.

The GILLETTE frame holds the blade absolutely rigid, with none of the vibration that makes other thin-bladed razors pull and gash. **The GILLETTE is the only razor that combines the perfect temper possible only in thin blades, with the smooth-cutting rigidity of the thick-bladed type.**

The GILLETTE is **safe anywhere.** A man can use it as easily in a swaying Pullman or a rolling liner as in his dressing room.

The GILLETTE is the only razor adjustable for a light or close shave. A simple turn of the handle does it. Every man can get exactly the adjustment that suits his beard and skin.

These are a few of the reasons why over Four Million men shave with the GILLETTE—and why dealers consider it their best specialty. The right kind of selling talk behind the GILLETTE scores high in profits.

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory, - - 63 St. Alexander Street, Montreal

Offices in New York (Times Building), Chicago (Stock Exchange Bldg.)
London, Eng. and Shanghai, China

Factories in Montreal, Boston, Leicester, Berlin and Paris

TRADE Gillette MARK
KNOWN THE WORLD OVER

TOOLS that SAVE TIME and TOIL

AND ARE GOOD PROFIT BRINGERS

Every Retailer has on occasions requests for special tools that he has no stock of or never carries.

It is here we meet his requirements.

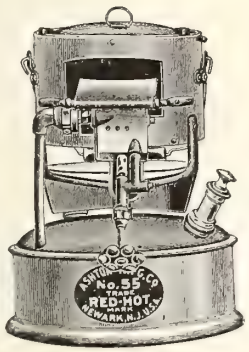
For many years we have made the tool business a specialty and we take pleasure in giving all enquiries our prompt and careful attention—explaining uses and giving descriptions as well as prices and terms. The following well known makers are represented in our stocks, and as we carry full lines of their tools, urgent orders are easily filled :

MORSE TWIST DRILL & MACHINE CO., **Drills**—of all descriptions. **Reamers, Milling Cutters, Counter Sinks,** etc.

WILEY & RUSSELL MFG. CO., **Screw Plates** in sets, "**Lightning**" and "**Green River**" **Stocks, Dies, Taps,** etc.

OSTER MANUFACTURING CO. and **BUTTERFIELD MANUFACTURING CO., Pipe-threading Tools.**

Other tools we stock in extensive variety : **Pipe Cutters, Pipe Wrenches, Machinists' and Engineers' Wrenches, Pliers** of all descriptions.



WE CARRY A GOOD VARIETY OF

PLUMBERS OUTFITS

Including the well known

"RED HOT" TORCHES AND FIRE POTS

This line is easily the best on the market.

Write for descriptions and prices.

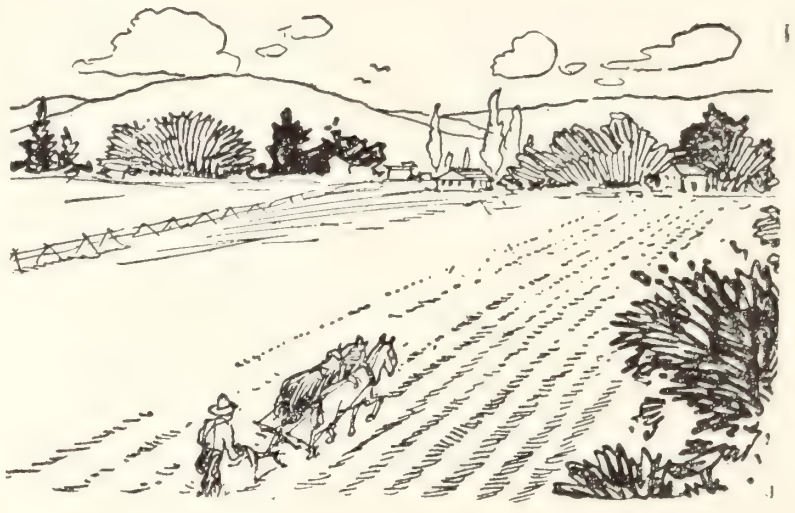


Rice Lewis & Son, Limited

ESTABLISHED 1847

Cor. KING and VICTORIA STREETS

Samson Farm Tools



The newspapers report a growing demand for Small Truck Farms among English immigrants, and with all food products commanding high prices there is plenty of encouragement for market gardening.

Wide-awake dealers who feature the

"SAMSON"

line of Farm and Garden Tools are sure of satisfactory business and a measure of satisfaction that will bring customers back for other things. They have the quality and value to "make good," and everything about them is a recommend to any store.

Place orders early to make sure of deliveries.

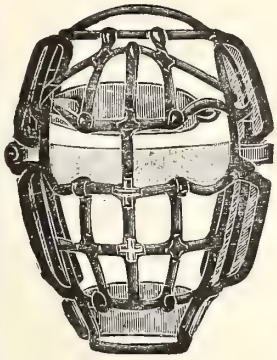
H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

We Ship Promptly. Our Prices are Right.

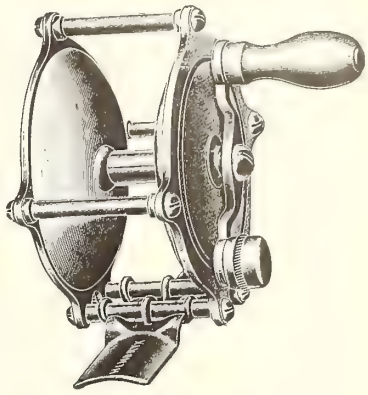
GRAHAM NAILS ARE THE BEST.



To the

Members of the Ontario

Retail Hardware Association



We were **"Up a Tree"** as to how we could show samples of our very excellent line of SUMMER "SPORTS." Mr. Wrigley solved the problem in a few words. He wrote: "Come to Peterboro' and take space in our Convention Hall." We ACCEPTED, and will be there with our FULL LINE.

We will show 75 different kinds of Fishing Rods, 50 different kinds of Reels, about 100 kinds of Fishing Lines, 200 different kinds of Baits.



About 100 samples of Base Ball Goods, besides Tennis Goods, Guns, Rifles, Dog Collars, Roller Skates, Hammocks, Camp Furniture, Lawn Swings, Croquet Sets, Wagons, etc.

Come Prepared to Place Your Orders

Our Salesmen Will Be There



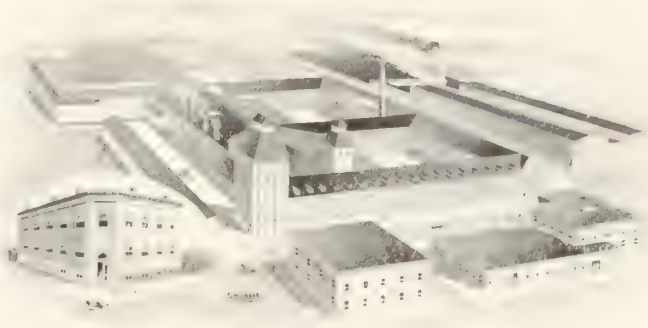
Send for Our Catalogue No. 45, just issued, showing our full line of Summer Sporting Goods. : : : : :



LEWIS BROS., Limited, Montreal

OTTAWA **TORONTO** **VANCOUVER**

WHERE THE BEST WIRE GOODS YOU SELL COME FROM



The name "Greening" has been synonymous with perfection in Wire Goods for more than a century in England and Canada.

The Canadian Greening firm, whose works you see pictured above, are the pioneer wire goods manufacturers of Canada.

The firm was established in 1859 by Mr. B. Greening, a man whose ancestors had been identified with the Wire industry since the time of King Charles, the Second; and whose descendants still conduct the business. Among our main products are:

ALL KINDS AND SIZES OF

Wire Rope, Wire Cloth, Perforated Metals, Wire Chains, Cow Ties, Trace Chains, Poultry Netting, Wire Guards, Wire Door Mats

These goods are made by men of the highest skill in the largest and most completely equipped wire-drawing, wire-weaving and metal-perforating mills in Canada. Sold by all jobbers.

The B. Greening Wire Co., Limited

HAMILTON, ONT. MONTREAL, QUE.

"BANNER"

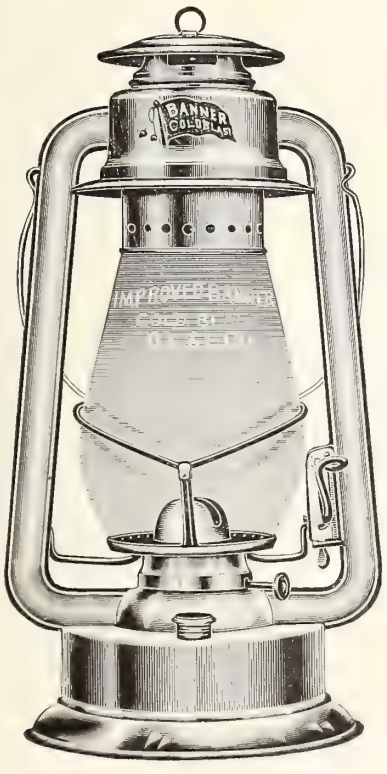
COLD BLAST LANTERNS

EVERY good point in any cold blast lantern is found in the "**Banner,**" but the **best** points are found in "**Banners**" only.

Our Patent Automatic Safety Lock is simplicity of operation personified. No jammed fingers.

Our Patent Double-seamed Oil Well makes leakage an impossibility, whilst the extended base keeps the bottom sound, preventing rust.

Our Enlarged Air Chamber provides perfect combustion. No smoky globes.



The "**Banner**" is an exceptionally heavy lantern and welcomes hard usage.

The "**Banner**" burns 15 hours longer than any other Cold Blast lantern.

The "**Banner**" is the best looking Cold Blast lantern made.

GUARANTEED WIND PROOF

FOR SALE EVERYWHERE

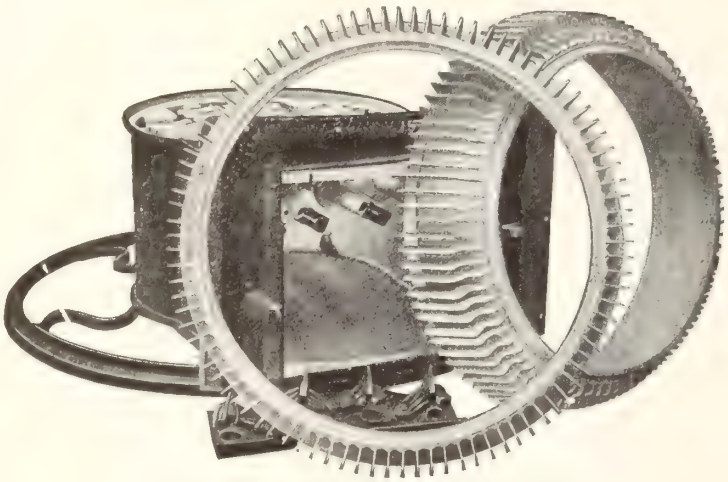
If your dealer does not sell the "BANNER" write us and you will receive prompt attention

Ontario Lantern and Lamp Co., Limited

HAMILTON, · ONTARIO

HECLA WARM AIR FURNACES

have the convincing and exclusive features that make them **Easy to Sell** and **Profitable to Operate.** Send for the catalogue which tells all about them.



HECLA STEEL RIBBED FIRE POTS.

Steel Ribbed Fire Pots

(PATENTED)

have **three** times as much radiating surface as any other style of furnace fire pot made. They do not become red hot yet they give much more heat; they save fuel and are practically everlasting.

Hecla Radiator

Showing **Fused Joints** (Patented) and **Cast Iron Combustion Chamber.**

Fused Joints are the only permanent ones between the steel and cast iron used in warm air furnaces. All joints that depend on cement, bolts or rivets will, in time, work loose on account of the difference in expansion between the iron and steel. **Fused Joints** are made at a white heat. They are really welded joints, absolutely air tight, and will last for all time.

The Cast Combustion Chamber is stronger and heavier than the steel combustion chambers usually employed in warm air furnaces.

Write for our catalogue for a complete description.



HECLA RADIATOR

CLARE BROS. & CO., Limited

PRESTON, - ONTARIO

WINNIPEG CALGARY VANCOUVER QUEBEC

The Champion Interchangeable

Gas, Coal and Wood Range



WILL BE

DEMONSTRATED

AT THE

PETERBORO' EXHIBITION

TOGETHER WITH A DISPLAY OF

GAS RANGES

The Season is at Hand for GAS RANGES Our Display will Show You What can be Secured in This Line

McCLARY'S

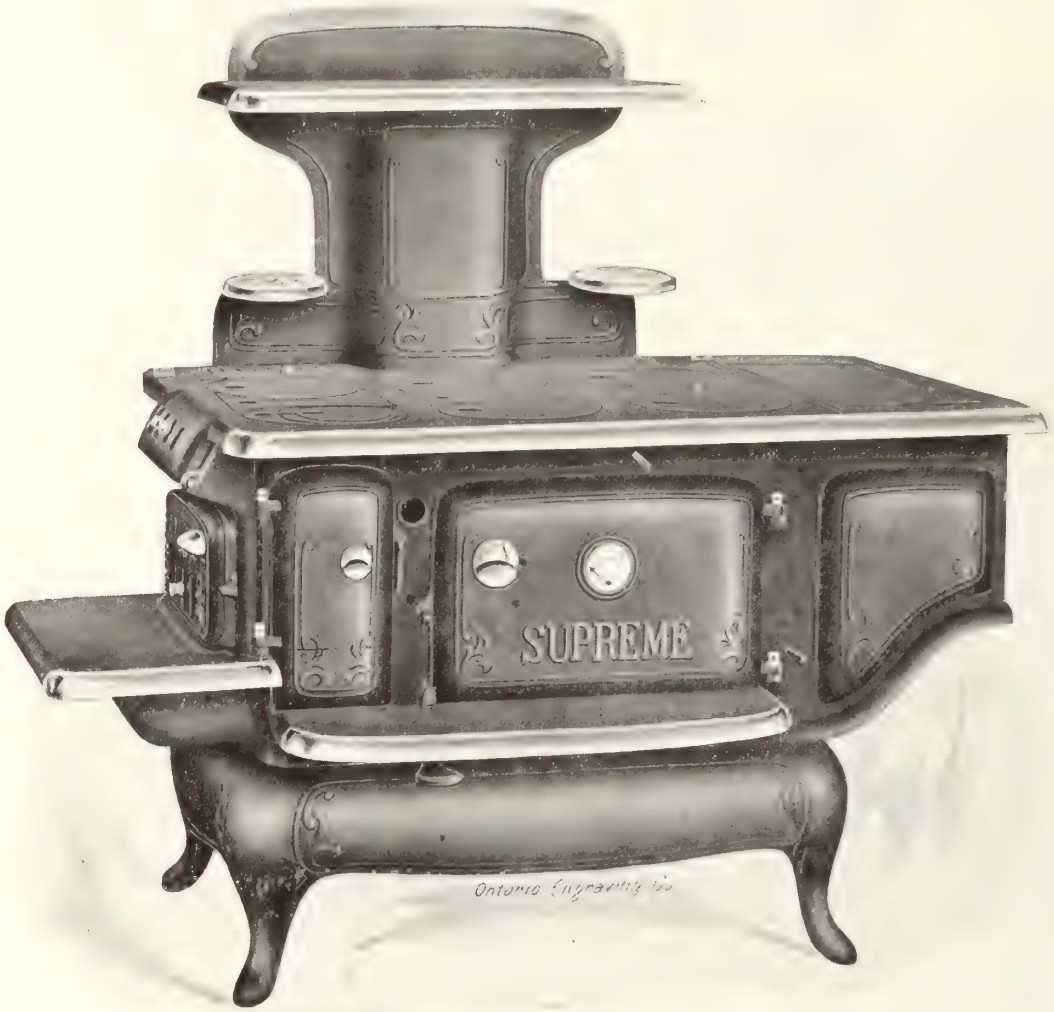
LONDON
TORONTO
WINNIPEG

VANCOUVER
ST. JOHN, N.B.
HAMILTON

CALGARY
MONTREAL
SASKATOON

CONTROL SUPREME CAST RANGE

1910 SERIES



9-18 Extended With High Shelf.

In design, workmanship and construction this Range is the latest product of the stove maker's art.
The only range in Canada made from original wood patterns.
The obsolete methods employed by stove makers discarded.
Guaranteed 50% in fuel saving.
Consumes the smoke.
Made in 16-18-20 in. sizes.

MADE ONLY BY

The Supreme Heating Company, Limited

WELLAND - - CANADA

Distributing Agents and Warehouses in
Toronto, Montreal, Halifax, St. John, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver.

A Single Winter Season

has served to demonstrate most conclusively to every user of a

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

that the properly humidified heat which our Circle Waterpan affords undoubtedly favors



HEALTH, COMFORT and ECONOMY

From this time on the furnace purchaser is going to insist on humidified heated air, and in the face of his convictions and your own on this point, are you going to argue with him that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we will have two complete lines of circle waterpan furnaces. We also make the neatest and cheapest line of side wall registers in the market, and a new side wall cold air base plate of same design as the registers.

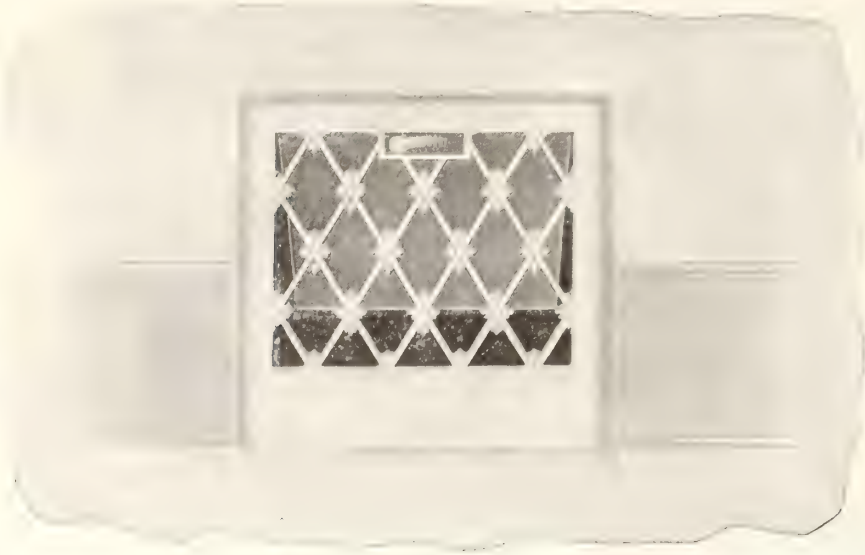
Write us NOW for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

Western Warehouse:—156 Lombard Street, Winnipeg, Man.

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. | Wood, Vallance Hardware Co. Nelson, B.C. | Ross Bros., Limited Edmonton, Alta.



Canadian Imperial Register.

Designed for the Canadian Trade

We have just put on the market a new Baseboard Register called the

Canadian Imperial

designed to meet just the demands of the Canadian Trade. The very large Air Opening, Ornamental Design and Small Flanges on either side that cover the cutting of the Baseboard and the lugs attached to this flange for securing the Register to the Baseboard are all points of merit. Carried in stock in the Standard Sizes.

It Pays to Handle Quality Goods.

"T. and B." REGISTERS, VENTILATORS and GRILLES are very widely known because of their artistic design, excellence of finish, and quality of materials, and their price is no greater than other makes. Leading architects specify "T. & B." goods.

Send for Illustrated Catalogue

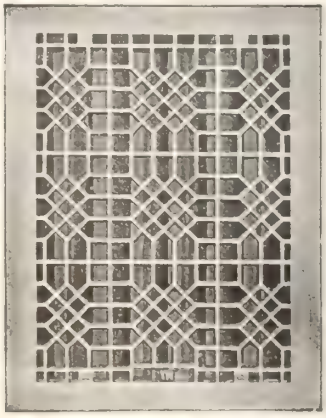


Wrought Steel.

The TUTTLE & BAILEY Mfg. Co. of Canada

Limited

Bridgeburg, - Ontario



Semi-Steel Ind. Lat.

BE CONSISTENT

Hardware retailers who object to their customers sending money out of town to catalogue houses

Or to jobbers or manufacturers' salesmen calling on them and then soliciting orders from persons outside the trade

Should show their consistency by dealing with a jobbing house which confines its business strictly to regular trade channels.

We sell only to legitimate hardware dealers.

The

KENNEDY HARDWARE COMPANY

Limited

51-53-55 Colborne Street, TORONTO

Hardware Merchants

and others whose correspondence is limited should write for our Catalogue of

Rebuilt Typewriters

which contains illustrations and prices of all popular makes of machines taken as part payment on the famous

MONARCH

They have been carefully remanufactured, and are put on the market at a fraction of the original cost. They are just the thing for a merchant who needs a typewriter, but feels he cannot afford the price of the Monarch—

The King

Of All Writing Machines

The Monarch Typewriter Company, Limited

46 Adelaide Street West, Toronto, Ont.

Branches: MONTREAL, LONDON, HAMILTON AND OTTAWA

Published Monthly

CANADIAN HARDWARE AND STOVE JOURNAL

Established 1909

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization

Circulates everywhere in Canada

VOLUME THREE — TORONTO, FEBRUARY, 1911 — NUMBER TWO

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

GEO. H. HONSBERGER - Business Manager
WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor

Subscription, - - One Dollar per Year

There is every indication of the Retail Hardware Convention at Peterboro being the "livest" ever held in Ontario. Travelers calling on the retail trade, and letters received from dealers intending to attend, give the information that a larger number of delegates than ever will go to Peterboro with a purpose in view—the discussion of some particular question in which they are deeply concerned. What these questions are will be disclosed at the convention.

A Live Convention

It is an encouraging and gratifying sign that instead of merely going to the convention for a "good time," or to be entertained at a banquet, the average retailer now attends the convention as a business proposition. He goes there to see the varied lines of new goods on exhibit, to gather selling information about them, to see the processes of manufacture in the local factories, and to exchange ideas on business topics with the hardwaremen whose acquaintance he makes at the convention.

It is to be hoped that the distracting influences too often in evidence at conventions will be absent from the Peterboro gathering. The hardware convention should be a gathering of business men, and business men realize that if they forget themselves at the convention they are placing obstacles in the way of further progress of the Association. The exhibitors have been asked to co-operate with the retailers in keeping within limits the enthusiasm of those whose center of attraction is outside the convention hall.

The Hardware & Stove Journal joins the executive of the Association and the exhibitors in inviting all retailers in Ontario and other provinces to attend the convention, and in making it the greatest gathering in the history of the Canadian hardware trade.

Retailers are urged to take a note book with them to the convention at Peterboro, in order to jot down the ideas trey pick up in the convention meetings and in conversation with other retailers. James McGregor, Oakville, tells an interesting story of how he got some valuable pointers at the London convention. Hearing two retailers talking about the line of paint he is agent for he butted into the conversation and made as many objections as he could to the line, urging the use of lead and oil instead of ready mixed paint. This drew out the retailers he was talking to and he secured some interesting information, which he put to good advantage in his paint selling campaign last summer.

Use a Note Book

An even more interesting story is told by G. H. Matthie, of Boxall and Matthie, Lindsay. While at the London convention, N. L. Stewart, manufacturers' agent, Toronto, drew Mr. Matthie's attention to a catalogue of "White Mountain" refrigerators, but the incident was soon forgotten. Last summer, however, a customer wanted to buy a high grade refrigerator, but Mr. Matthie was unable to find one to suit in seock or in the catalogues he had on file. He then remembered the catalogue he had seen at London and following the matter up, secured a catalogue and made a very profitable sale.

Eyes and ears are good things to use at a retail hardware convention, but a note book and pencil are even more valuable helps.

A growing number of retail hardwaremen are realizing that their profits lie more in the sale of special lines rather than heavy goods and staples, and it will be the aim of the Hardware & Stove Journal to encourage more to pay attention to the sale of the profit getters and allow the profit losers to take care of themselves.

Profits in Specialties

Some interesting figures illustrating the above point are supplied by Fred C. Lariviere, Montreal, who has offered to discuss the question of costs and business management with any retailer who arranges to meet him at the Peterboro convention.

Mr. Lariviere states that the profits on the sales of builedrs' hardware in his store last years were 27.80, on tools 30.26, paints 28.67 , plumbing supplies 28.28, sporting goods 23.07, and heavy goods 15.56 per cent. Figuring his cost of doing business at about 20 per cent., Mr. Lariviere finds that his metals did not pay for the cost of handling, and helped to eat up the profits made on other goods. As a consequence the sale of heavy goods will not be pushed aggressively this year.

The Journal hopes to have a more extended article by Mr. Lariviere on this subject, in a future issue.

Vacuum Cleaners

A special line which hardwaremen should push strongly this spring is that of hand and electric vacuum cleaners. Last year difficulty was experienced in supplying the demand, but this year the problem will be to select the right cleaner to push. Three of the best are to be demonstrated at the Peterboro convention.

The experience of John Caslor, Toronto, treasurer of the Ontario Retail Hardware Association last season, is an example of what can be done by live retailers in this line of goods. Mr. Caslor's profits on the sale and rental of vacuum cleaners during the past twelve months amounted to over $300. As many as four machines were rented on one day, and bookings were made ahead for nearly a fortnight.

Dollar Watches

Two lines which have now become staples in the hardware trade are alarm clocks and dollar watches. Some manufacturers of clocks are devoting the bulk of their selling energy to pushing the sale of their products amongst hardwaremen. Dollar watches, too, have caught on in hardware stores, particularly in Western Canada, where jobbers' salesmen are more aggressive in pushing the sale of special lines than in the Eastern Provinces. An instance is reported from Montreal, however, where a gross of watches were sold in one week in Walker's hardware store, as a result of a window display in which these goods were incidentally shown.

Canvassing For Trade

Eight hundred electric irons were sold in that city last year by a Peterboro manufacturer, as a result of a canvass of the city, backed up by a series of advertisements in the local papers. This recalls the announcement made some months ago that Sharon E. Jones, vice-president of the National Retail Hardware Association, sold about 400 sets of asbestos sad irons in his home city of Richmond, Indiana, by engaging a young lady canvasser to call on the homes of the people and demonstrate sad irons, coffee percolators and other household articles.

If eight hundred electric irons can be sold in a city of less than 20,000 population by an enterprising manufacturer, an equal number can be sold in other cities by an enterprising retailer, if he goes after the trade in an equally aggressive manner. With the coming of Hydro-electric power in many towns and cities in Western Ontario a new opportunity for trade presents itself to the retailers live enough to grasp it.

And with the coming into popularity of "domestic science" courses and the entering of young women into business life, it should not be difficult for the retailer who desires to make a canvass for trade to secure the services of a competent lady assistant. The work is both congenial and remunerative.

There is room in every town for one progressive retailer to make a push for trade along these lines, and the early bird is the one that catches the worm.

Painters' Supplies

The trade of master painters in Canada usually goes direct to manufacturers or supply houses, while in the United States the trade, we are told, has been diverted, to a large extent, into the hands of the local hardwareman who, by buying in quantities, is able to secure a sufficiently large discount to enable him to sell on a small margin of profit, at prices which compare favorably with those the master painter can secure from the manufacturers who sell to him.

Some Canadian manufacturers have taken the initiative in urging retail hardwaremen to canvass the master painters in their town for their business, seeking in this way to make it profitable for the painter by making it unnecessary for him to carry a large stock, and profitable for the dealer by enabling him to make a margin on the turnover and on the sundry articles incidental to the painter's trade.

The local hardwareman is the one who is best situated to judge as to the amount of credit to extend to a local paint contractor, and as the trade is, at best, a risky and costly one for manufacturers to handle, it seems to be wise action upon their part to encourage retailers to cultivate the trade and take it into their own hands.

Support Home Industry

Every once in a while some over-zealous importer brings in a line of goods on which he has been able to secure a low price from an English or United States manufacturer, and possibly by evading the dumping clause, he is able to disorganize the Canadian market. An instance of this kind recently occurred on a certain line of goods for sale in the spring, but rather than allow the importer to dominate the market and sell to favored customers at prices which other retailers could not meet, the leading Canadian manufacturer of the line in question cut his price down to a point where other jobbers and retailers are able to buy Canadian goods at prices even more favorable than the imported lines.

The manufacturer is willing to forgo his profits this season in order to protect his customers from a disorganized market, and he should be given the support of the retail trade when, after the stock of imported goods has been disposed of, an effort is made to put prices back to their normal position.

The Journal desires no embargo on imported goods, but merely urges that just as the retailer contends that the people of his town should deal with him, quality of goods and price being equal, so should the retailer give preference to manufacturers who have established plants in Canada and are doing their part to develop the resources of our country.

Advance Paint Prices

The advice given in the January issue of the Hardware and Stove Journal that retail paint prices must be advanced, is more important this month than at the beginning of the year. Paint and varnish manufacturers are sending out new price sheets showing advances in the cost of their goods to retailers, and the laggard who has been hesitating about advancing his selling prices is being forced to see the necessity of doing what the manufacturers have done—advance prices.

Manufacturers have no choice in the matter as it is either a case of lowering the quality of their goods by using adulterants, or raising prices to cover the higher cost of raw materials.

Some retailers have been adopting the mistaken policy of holding off buying until the spring in the hope of lower prices, but there is every indication that they who follow this plan will be losers instead of gainers. The retailer who enters the spring months without having his paint stock on the shelves and his paint selling campaign ready to launch—well, he deserves to see his business go over to his more progressive competitors.

It is unnecessary to say to anyone who has given the situation close thought that there seems to be absolutely no possibility of prices of prepared paints being lower during the painting season of 1911. The flax seed crop of Argentine, upon which nearly every large consumer based his hopes for a large crop and resulting lower prices of seed, will be very much smaller than expected, and instead of a forty million crop indications are that it will not exceed twenty-five million bushels. This on top of the shortage of from fifteen to eighteen million bushels in the States, brings the flax and linseed oil situation to a point where there is no probability of lower prices.

Tariff Changes

The hardware and stove trades in Canada are not affected to any extent by the changes proposed to be made in the tariff readjustment following the much talked of "reciprocity" negotiations between representatives of the Canadian and United States Governments. The proposed reduction in sheet metals is probably the most interesting to hardwaremen, this tending to increase competition on these lines between British and American manufacturers. Galvanized wire, brass and iron rods are also lowered materially. The electrical interests are interested in the placing of mica on the free list, while paint manufacturers are concerned in the proposed abrogation of both Canadian and United States duties on flaxseed. The suggested change on asbestos is not sufficient to interest stove manufacturers.

Stove manufacturers are disappointed that no relief is given their industry although they benefit slightly on the changes on coal and steel sheets. By the imposition of duties on Canadian mined and United States finished asbestos and nickeled goods tre 25 per cent protection afforded stove manufacturers is reduced nearly one half.

Canadian stove manufacturers are particularly handicapped in the Western market, where the low measure of protection allows United States manufacturers to ship in large quantities of ranges, more cheaply constructed than those made in Eastern Canada, and on which high freight rates have to be paid to Western Canada points.

In spite of the lack of ample protection Canadian manufacturers are more than holding their own by carefully studying the requirements of the market and supplying heating goods of high quality.

Deserved Tribute

Writing in the Iron Age Hardware, Fred C. Lariviere, Montreal, pays the following tribute to the late Thomas Henry Newman, of Caverhill, Learmont & Co., known favorably to hundreds of retail hardwaremen in various parts of Canada: "His sincerity and integrity were such that he never believed that parties to a commercial agreement, could evade the spirit of its terms unless evident proof was produced. If, after investigation, he was convinced that the arrangements had not been carried out, he would notify the secretary of the association before he would deviate from terms agreed upon. To this spirit of commercial integrity is due his selection as president, for many years, of the Canadian Wholesale Hardware Association. He was a true friend to the manufacturers, to his customers and to his employees and an honored and much respected citizen."

Rest Rooms

Is there a public rest room for ladies in your town, any place where a farmer's wife, after a long, hard drive of several miles over slushy or muddy roads, through winter's cold or summer's heat, can feel free to go and wash and rest before returning home?

If there is no such place, have you thought of establishing one in the rear room of your store. All the rest room needs is to be clean and cozy. For furnishings an inexpensive rug or two, a place to wash, a mirror and some easy chairs and a couch. Over the door should be placed an attractive sign "Ladies' Rest Room."

What woman from out of town wouldn't be grateful to you. What city woman isn't grateful for the free use of the "waiting rooms" in the big departmental stores?

It is so good a plan that it is hard to see why more town and country merchants haven't tried it.

Prompt Service

Robert Morrow, of Stairs, Son & Morrow, Halifax, N. S., was a recent visitor in Toronto, purchasing heating and plumbing supplies. This firm is one of the oldest in Canada, having a record dating back well over a century. "Service" is the watchword in their immense establishment, the sales department making it a point to make shipments promptly to all customers.

A good story is told of prompt shipment made by Mr. Morrow not long ago. A telegram was received in the late evening from a customer in Sydney, asking for immediate shipment for certain kind of goods. Mr. Morrow left his home at once, and by getting an assistant out of bed and taking him to the warehouse,

he succeeded in getting the goods prepared for shipment and having them taken away on an early train, which left before many of the firm's employes were down to work in the morning.

Jobbers and manufacturers who make "Prompt Service" their watchword are certain to hold the trade of their customers.

WHAT OTHERS THINK OF US.

"Your new Journal is just what I have been wanting."—Charles W. Mullett, Bancroft, Ont.

"I enclose fifteen subscriptions from hardwaremen whom I call upon."—W. E. W., salesman, Hamilton.

"Am glad to hear that you are starting out for yourself, and wish you every success."—G. H. Clark, Niagara Falls.

"My best wishes are with you, but as wishes do not pay expenses, send you two dollars for subscriptions."—R. Smith, Bolton.

"I wish you every success in your new venture, and trust that the new paper will bring you the best results."—Chas. W. Conn, Tilsonburg.

"We enclose $1 for subscription to Hardware and Stove Journal. We wish you every success in your new venture."—D. Brocklebank & Son, Arthur.

"I enclose twelve yearly subscriptions secured on Thursday afternoon. Your paper is well liked by Vancouver hardwaremen."—R. F. W., Vancouver.

"Let me congratulate you on your new Journal. The articles are educational, on business methods, and will help every retailer."—F. M. Jackson, Mortlach, Sask.

"I wish you success, but trust you will continue as secretary of the Retail Hardware Association and receive the support of its members."—R. Hawkins, Smith's Falls, Ont.

"Your new paper certainly deserves success, and I congratulate you on your first number. Surely no hardwareman who received a copy will neglect to subscribe."—T. M. Nash, Wellington.

"Your Journal is bright and entertaining and from observation I see a splendid future ahead of it. Success to you in your new enterprise."—Wm. J. Illsey, J. H. Ashdown & Co., Winnipeg.

"I wish to join with your many other friends and compliment you on the last number of your Journal. I expected something good, but it far exceeded my expectations."—Major Milton Adams, Picton.

"We wish you every success in your new venture and trust you will be enabled to put out a paper that will win you every success and the confidence which you deserve."—W. D. Dewar, Mackie & Ryan, Pembroke.

"I am delighted to know of your new venture, and assure you that I wish you every success. It is a very great pleasure to be a subscriber from the first to Canadian Hardware and Stove Journal."—J. Henry & Son, Orono.

"We enclose cheque for subscription and hope to see you at the Peterboro convention. We will move into new premises in March, our competitor having purchased the store we are now located in."—H. E. Patterson, Patterson & Hilborn, Drayton.

"We enclose six yearly subscriptions, and take this opportunity of wishing you success. If you have them to spare, send us six extra copies of your January issue."—G. A. Merrick, vice-president Merrick-Anderson Co., wholesale hardware, Winnipeg.

"I wish you every success in your new enterprise, and enclose two subscriptions, one for W. Wylie Rockwell, Kentville, N.S., who will open one of the most complete hardware stores in Nova Scotia in March or April. Send my own in care of the Imperial Varnish & Color Co., Toronto."—James F. Bowden, Halifax.

"Your January issue is one you should be proud of. It should appeal to every hardware man. I enclose five subscriptions, one for myself and the others for our clerks, as I want every one of them to have a copy to take home and read."—F. W. Otton, Barrie, Ont.

"I have read all through your January issue, and am more than pleased, not only with its intrinsic worth, but also because it is an index to your future prosperity. You certainly will have the best wishes of the Association which, through your personal efforts, has been placed where it is to-day."—F. W. Jeffrey, Midland.

"I received your first issue of Canadian Hardware and Stove Journal, and have read it through very carefully. I must congratulate you on such a fine issue. I note that one writer suggests that the prices or market reports be put on a loose leaf. I would be another to suggest such an idea. I am sure your Journal will be very much appreciated by the retail trade of this country."—S. L. Adolph, Listowel.

"Allow me to congratulate you on, and wish you every success in, your new venture. Personally I have often wondered why there was not some such publication in Canada, as you are starting, for there are so many of them in our neighboring country to the south of us. There are many lines that a monthly can deal with, that are a help to us all, which the weekly paper cannot touch."—Glenn A. Henry, John Bailes & Son, Cobalt.

"Market reports, if kept properly corrected, are a great help to the hardware merchants in the small towns, and if copies of the paper are sent only to legitimate hardware dealers there would be no trouble in outsiders learning the trade prices. I know of a case where a man in the bicycle repair business subscribes for a trade paper, and uses the information from same to make his purchases from some wholesale hardware houses who will sell to anybody," writes an Ontario retailer when sending three subscriptions.

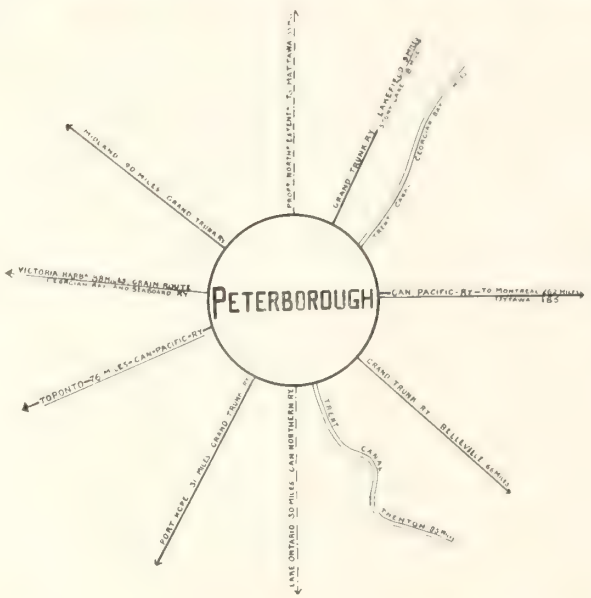
THE DISSATISFIED CLERK.

Young Alexander Jimpson Jopp was working in a hardware shop, and as he wrapped up iron rails, and anvils, bolts and kegs of nails, and knives and screws and pigs of lead, he often to his fellows said: "This labor makes me tired, by jings! For I was built for higher things. I'm fitted to adorn the bench instead of selling monkey-wrench, and spade and hoe and tailor's geese, and evil-smelling axle grease." He loathed the work he had to do, and cussed it till the air was blue. Young Richard Henry James Kerflopp was also working in that shop: he carried anvils all the day, and as he toiled he used to say: "There may be better jobs than this, imparting more of ease and bliss, but I will do my best, and strive to show the boss that I'm alive; I may be built for higher spheres, but I won't wet the shop with tears. If those blamed spheres are hunting me, they'll find me busy as a bee." Young Alexander Jimpson Jopp still sweats around that hardware shop, and carries anchors to and fro, and draws a paltry bunch of dough, while Richard Henry sits in state, wears hard-boiled shirts and pays the freight.—Walt. Mason.

THE CITY OF
PETERBOROUGH

A Hub of Manufacturing and Distribution

For manufacturing and distributing, Peterborough has the essentials



and accessories—hence it has grown and is growing.

The essentials for a great manufacturing centre are:

Cheap Electric Power, and Plenty of It.

The Best Shipping Facilities.

Excellent Sites.

The Best Labor Conditions.

The Otonabee River furnishes abundant cheap power—developed and undeveloped. The railways and canal (see the "Hub" and spokes) provide unexcelled shipping facilities to all parts of the world. Fine manufacturing sites, with level land and shipping connections, are available. Mechanics like to live here—no trouble to procure labor; it is a city of mechanic-owned houses—no trouble with labor.

Some of the accessories are:—Good sewers and waterworks, electric street railway, fine parks, excellent schools, low taxes, pleasant resorts, splendid fire protection—all the conditions for health, comfort and pleasure.

These make Peterborough a manufacturing centre—and among the products of the factories are electrical machinery and appliances; mill, mining and hydraulic machinery; locks and builders' hardware; augers and bits; shovels and other tools; lumber; harness and saddlery; rope and cordage; woolen goods; flour and cereals; agricultural implements; pork products; carpets; launches, skiffs and canoes; tents, sails, flags; windmills and pumps; woven silk labels; brick and concrete products; gas engines; silent salesmen; furniture; gum, cards, etc., etc.

It is also a Distributing Centre—and has wholesale houses dealing in and distributing groceries, hardware, boots and shoes, dry goods, etc.

Unexcelled openings for Manufacturing and Distributing. All the conditions present. Enquiries cheerfully answered. Write the Industrial Commissioner.

For additional information about manufacturing opportunities in Peterboro, write

S. R. ARMSTRONG

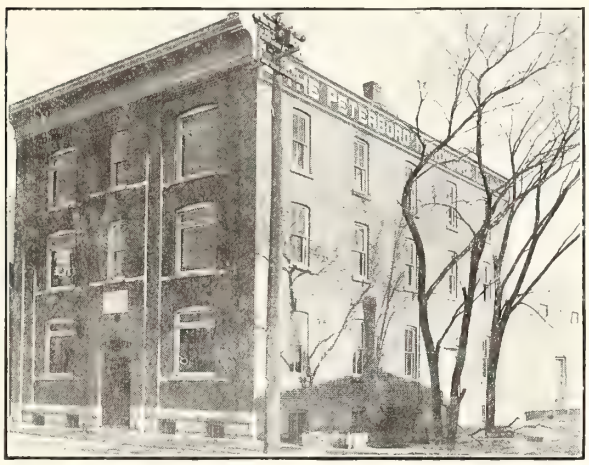
City Clerk - - - PETERBOROUGH, ONT.

Pay a visit to the

Peterboro Hardware Co's

New Wholesale Warehouse

When visiting Peterboro during the Convention



Peterboro is one of the best distributing centres in Ontario, and with our new warehouse and large stock of both heavy and general hardware, we are in a position to fill all orders received from hardware dealers, north, east and west of Peterboro on the first train following the receipt of your order.

Prompt Service and Fair Dealing are the foundation stones of our business.

Don't wait for our traveler to call. Send us your mail orders. No cartage or boxing charges.

Peterboro Hardware Co., Limited

WHOLESALE DEPARTMENT

George St., Opposite C.P.R. Depot. **PETERBORO, ONT.**

Welcome to Peterborough



To the Trade:-

We will exhibit at the Convention, and are preparing to entertain you at our Factory. We especially desire to show you our new lines, and explain to those who may be interested, the process of manufacturing.

As a further inducement to visit us, we will present to one representative of each hardware house registered at the convention, a copy of our new 125 page illustrated supplement as a souvenir of the occasion.

Assuring you of a hearty welcome,

Yours very cordially,

The Peterborough Lock Mfg. Co.
Limited



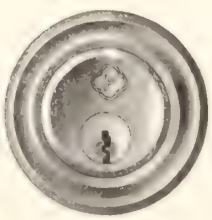
TURENNE DESIGN

The design illustrated is a new departure for Canadian Manufacturers, and will be furnished in Cast Brass, Bronze and Iron, and Wrought Brass, Bronze and Steel in sets and standard finishes. Special finishes to order. See our 1911 supplement, pages 35, 36 and 37, giving detailed information.

KEY AND CYLINDER

Key No. 108 illustrating the obverse and reverse side is of German Silver. The bows are highly embossed, gold plated, and the workmanship is of the highest state of the art. The cross section (note plug in cylinder) is of an improved pattern, and differs from anything now on the market.





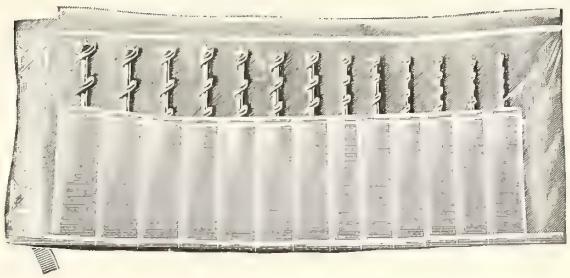


THE PETERBOROUGH LOCK MFG. CO., Limited

Peterborough, Ontario, Canada

AUGER BITS

Do not fail to call at our booth at the Hardware Exhibition in Peterborough, Feb. 21 to 24.



We are now manufacturing a complete line of Car, Shlp Auger (with screw), Machine and Auger Bits, in sizes from 3/16 to 1¼.

In quality and price our Bits have no equal, and we invite an inspection of our factory and methods of manufacture during the forthcoming Convention.

WRITE FOR CATALOGUE

RAPID TOOL COMPANY, LIMITED

Peterborough - - Ontario

MEET US AT THE CONVENTION

The Trade Mark Protects You—The Goods Protect the Trade Mark

Back of every transfer of real estate are papers bearing the title deed and transfer. These papers are of small intrinsic value in themselves, it is what they represent that counts. The title and deed constitutes the **buyer's** guarantee. The trade mark that we use is only a symbol, but it represents something of tangible value. The Lundy mark is backed by the goods.

Lundy Shovels

are staunch, strong and true. When you purchase you know you are buying the very latest and best made shovel on the market.

Lundy Scoops

are as the shovels, they mean more business, greater volume of sales, and behind them all is the rigid guarantee as to quality.

Send for Catalogue **now,** and resolve to-day that you will look into the matter anyhow.

MEET US AT THE CONVENTION

MEET US AT THE CONVENTION

The Lundy Shovel & Tool Company, Limited
PETERBOROUGH, CANADA

MEET US AT THE CONVENTION

Every year finds an increase in the number of Hardware Men handling

Tents, Camp Furniture and Flags

The reason for this is they are the natural dealers to carry these goods along with guns and other sporting supplies.

By carrying a stock of TENTS, and other kindred supplies, you keep your Trade at home instead of Compelling your customers to send their money out of town.

The public are asking for our **STANDARD WEATHERPROOF TENTS** because they are the highest quality manufactured, having been before the public for over thirty-five years. Add to your sales by putting in a stock. It will not cost much and bring QUICK returns.

Besides being large manufacturers of Tents, we manufacture

Flags, Sails, Waterproof Covers and Horse Blankets

(5/T BRAND)

Our travelers are now out and will be glad to show you our lines.

We will be pleased to mail Catalogue and Discount Sheet to Dealers.

J. J. TURNER & SONS, - Peterborough, Ont.

When You Attend the Hardware Convention

Do not overlook the EXHIBIT of

B. F. Ackerman, Son & Co.

MANUFACTURERS OF

Harness, Collars & Saddlery Goods

Of All Descriptions

OUR FACTORY WILL BE OPEN TO YOUR INSPECTION WHEN ATTENDING THE CONVENTION

Catalogues and Price Lists on application

HOTEL HEADQUARTERS

AT THE

Retail Hardware Convention

—AT—

PETERBORO'

WILL BE THE

ORIENTAL HOTEL

It is the Official Headquarters and it is the nearest Hotel to the Armories.

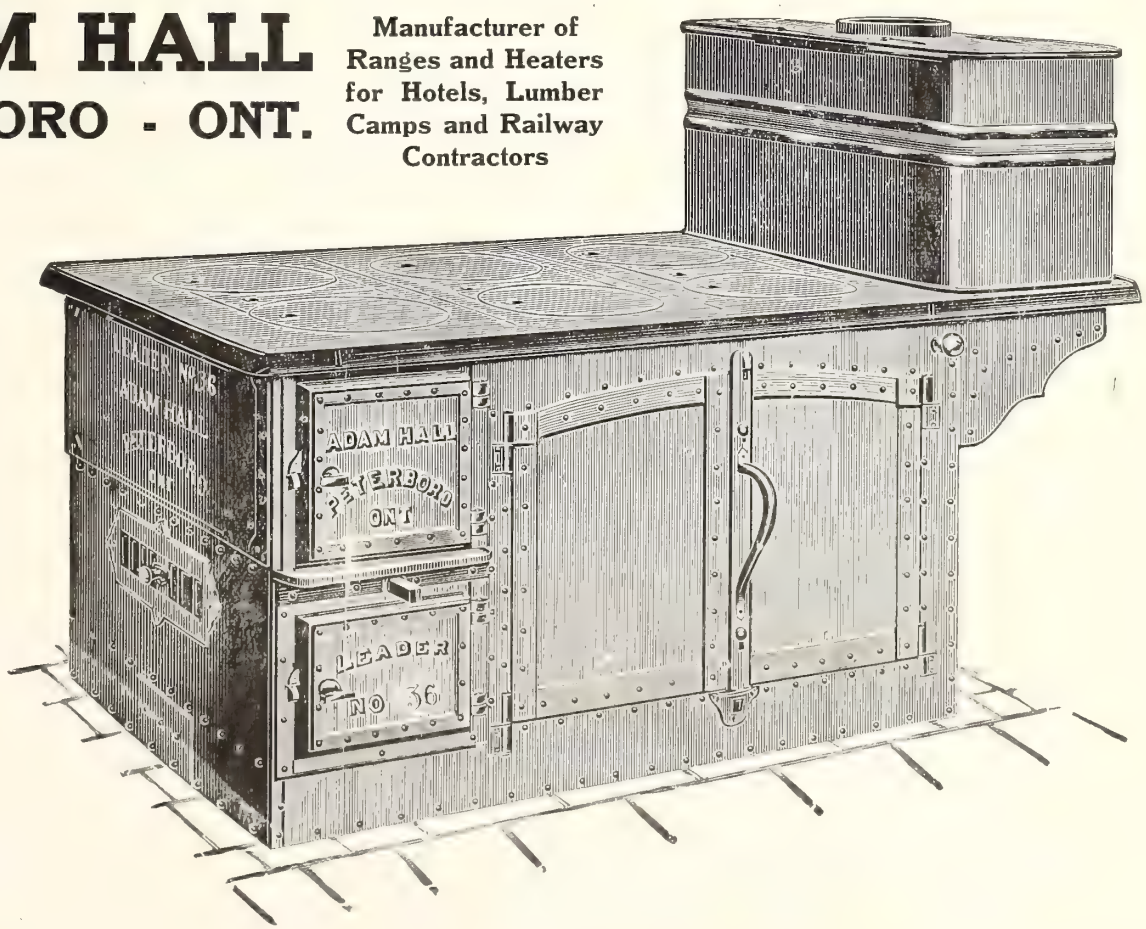
Rates $2.00 per day, (with bath, $2.50)
Free Bus to all Trains

GEORGE N. GRAHAM,
PROPRIETOR

ADAM HALL
PETERBORO - ONT.

Manufacturer of Ranges and Heaters for Hotels, Lumber Camps and Railway Contractors

No. 10-36 six hole Leader range and reservoir; for either coal or wood ; 28in. fire box for wood; oven, 24 x 28 x 16 ; top, 54 x 30 inches ; body of heavy English steel.



See our display at the Hardware Convention.

Write for Catalogue and Price List.

What Trade Associations are Doing

THE HARDWARE ASSOCIATION MOVEMENT.

A brief sketch of the movement of which the Ontario Association is a part—Five years of organization in Ontario.

"What's behind this big convention to be held at Peterboro next month?" asked a visiting hardwareman a fortnight ago. "I hear it being talked of in all parts of Ontario, and yet I find hardwaremen are not complaining very seriously about anything."

Between three and four hundred of the most progressive hardwaremen in Ontario are behind the convention at Peterboro, and between thirty and forty state and provincial associations are behind the Ontario Retail Hardware and Stove Dealers' Association, whose sixth annual convention at Peterboro will soon be a matter of history. While there is only one other Provincial Hardware Association in Canada, the British Columbia Retail Hardware Association (of which Harry Martin, a former traveler for H. S. Howland, Sons & Co., Toronto, and now head of the firm of Martin, Finlayson & Co., Vancouver, is president), there exists the nucleus of a provincial organization in Alberta, A. T. Linton, of Linton & Hall, Calgary, being secretary, while in Winnipeg there is a strong retail association, with Charles Mulvey as president, and J. E. McRobie, former secretary of the Western Canada Retail Hardware Association, as secretary. In Quebec city there is also a hardware section of the Retail Merchants' Association, with Alex. Parent as secretary.

The Canadian Wholesale Hardware Association, with James Hardy, Toronto, as secretary, is the parent jobbing association, the Maritime Wholesale Hardware Association, Harry H. Dalton, Halifax, secretary, and the Metal and Hardware Association of British Columbia, John Burns, Vancouver, secretary, look after the wholesale interests, no mention being made of the jobbers' organization at Winnipeg which, while it may not hold any annual conventions, is an important factor in governing trade affairs in the three prairie provinces.

In the United States the National Retail Hardware Association, with headquarters at Argos, Indiana, has branches in about three dozen states, and in its turn, is affiliated with the International Hardware Federation, with headquarters at London, England, and affiliated associations in France, Germany, Belgium and other European countries. A request was recently received by the Ontario Association to become a unit in the International Federation, but the 1910 executive decided to take no action before the Peterboro Convention.

Organization in Ontario.

The Ontario Association was organized in April, 1906, a call being issued by A. W. Humphries, Parkhill, asking hardwaremen desirous of organizing a trade association to meet in Toronto on Good Friday, April 13, and about 20 responded to the call.

After a discussion on whether it would be best to organize as a section of the Retail Merchants' Association, or as a distinctly hardware association, provisional officers were chosen, as follows: A. W. Humphries, Parkhill, president; W. G. Scott, Mt. Forest, and J. R. Hambly, Barrie, vice-presidents; John Caslor, Toronto, treasurer, and Weston Wrigley, Toronto, secretary.

It was decided to call another meeting on May 15 and 16 to perfect the organization and allow those favorable to the Retail Merchants' Association to attend. Forty-five attended, and with one dissenting vote it was decided to remain a purely hardware association, following the plan of organization followed by the Retail Hardware Associations in the United States, which had been in existence since about 1895. The provisional officers were re-elected and an executive committee of six were also chosen, as follows:

J. Walton Peart, St. Marys; T. Marshall, Dunnville; F. W. Jeffery, Midland; E. P. Paulin, Goderich; D. Brocklebank, Arthur, and C. F. R. Taylor, Carleton Place.

A third convention was held in Toronto in 1906 during the Industrial Exhibition, 34 members being present, and the first "Question Box" discussion was held under the leadership of Fred C. Lariviere, Montreal.

On March 28 and 29, 1907, the second annual convention was held in Toronto, nearly sixty members being present. A plan for a "Collection Department," suggested by J. W. Peart, St. Marys, was adopted, and is still in successful operation.

During its first year the Association justified its existence by taking the lead in a campaign successfully waged against a proposal made by Postmaster-general Lemieux that a parcels post C.O.D. regulation be adopted in Canada.

Officers for the second year were selected as follows: W. G. Scott, Mt. Forest, president; J. R. Hambly, Barrie, and J. Walton Peart, St. Marys, vice-presidents; John Caslor, Toronto, treasurer; Weston Wrigley, Toronto, secretary; A. W. Humphries, Parkhill, D. Brocklebank, Arthur, C. F. R. Taylor, Carleton Place, G. A. Binns, Newmarket, W. A. Mitchell, Kingston, and H. Brecker, New Hamburg, executive.

The third Annual Convention was also held in Toronto, Porter A. Wright, of the Michigan Retail Hardware Association, leading the "Question Box" discussion. An interesting report on Mutual Fire Insurance was made by J. Walton Peart. Over 90 members were present, and the following officers were chosen: J. R. Hambly, Barrie, president; D. Brocklebank, Arthur, and A. Ballantyne, Brantford, vice-presidents; John Caslor, Toronto, treasurer; Weston Wrigley, secretary; W. G. Scott, Mt. Forest, J. W. Peart, St. Marys, D. Cinnamon, Lindsay, R. C. Chown, Belleville, W. H. Richardson, Essex, and J. R. McMillan, Guelph, executive.

The fourth annual convention was held at Hamilton, Feb. 9 to 12, 1909, it being attended by over 200 retailers. New features were introduced in the form of a trade exhibition in which over 20 hardware manufacturers made exhibits, and in the visits to several of Hamilton's leading hardware factories. The convention was the most important yet held and was really

"The Housekeeper's Best Friend"

REGINA PNEUMATIC CLEANER

Operated by Motor.

The highest class electrically operated cleaner made—unusual suction powers make it a cleaner of surpassing merit. Has two (not one, as usual) separate diaphragms or air pumps, operated at the rate of 2,400 impulses per minute (1,200 for each pump. Just gets **all** the dirt there is in half the time. Portable, light, simple, durable—the Regina is easily Queen of all vacuum cleaners.

A Vacuum Cleaner.

A Vacuum cleaner that REALLY CLEANS because its double action pumps of great power are working ALL the time until ALL the dirt and dust is absorbed. Dealers who want the final word in Vacuum cleaners will get it in the Regina. Write us for special proposition —and see demonstration at Convention.

Operated by Hand.

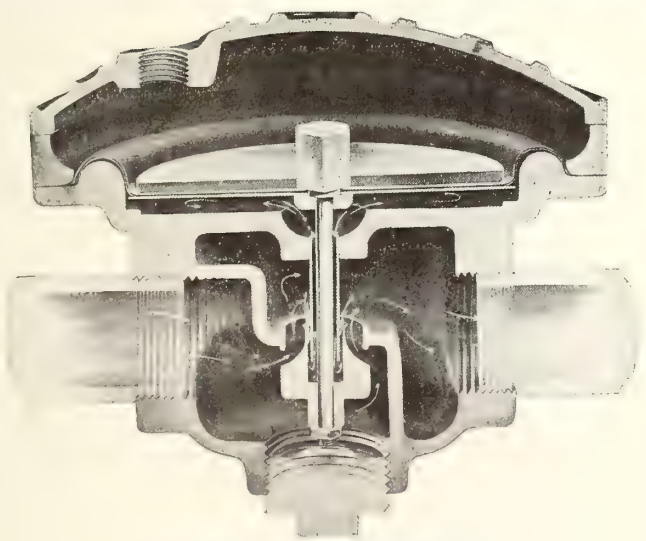
Works lightly and easily—a ten year old child can use it. Takes only half the time to do better work than other cleaners because its duplex pump works with both the forward and the backward stroke of the operating lever. The strong continuous suction cuts the work in half. No troublesome nuts and bolts to fuss with when removing dirt—a model of simplicity and efficiency.

"We'll be at Peterboro"

In the Artillery Room—Under Convention Hall

PAGE WIRE FENCE CO., Limited—WALKERVILLE TORONTO

Write us for Territory



PERFECT GAS CONTROLLER
Gas Bills Reduced 15 to 50 Per Cent.

A RARE CHANCE

FOR THE

Ambitious Dealer

We can offer the Exclusive Agency to one Dealer in every Gas Town in Canada for the

PERFECT GAS CONTROLLER

An invention that is in demand wherever a gas meter is used. If you want control of this profitable side line write us at once. Some dealer in your town will get it and have a bonanza.

When in PETERBORO attending the CONVENTION See our Demonstration at F. R. J. MacPHERSON & CO.'S Store, George St.

Canadian Gas Users' Association 632-635 Queen St. W., TORONTO, CAN.

the first that had attracted the attention of the large jobbers and manufacturers, delegations from Montreal, London and Peterboro inviting the Association to hold the next convention in these cities.

The officers elected were: D. Brocklebank, Arthur, president; A. Ballantyne, Brantford, and M. S. Madole, vice-presidents; John Caslor, Toronto, treasurer; Weston Wrigley, Toronto, secretary; J. R. Hambly, Barrie, J. Walton Peart, St. Marys, D. Cinnamon, Lindsay, R. C. Chown, Belleville, H. P. Morgan, Peterboro, and J. S. Weichel, Elmira, executive.

The invitation to hold the 1910 convention in London was accepted, and it was also decided to conduct an excursion to Montreal in August, a special rate being obtained over the R. & O. boat line from Toronto to Montreal, Secretary Wrigley conducting a party of over 100 hardwaremen and ladies on Aug. 23, and returning on Aug. 30 after a most enjoyable and instructive week's outing, the hardware manufacturers and wholesalers at Montreal vieing with each other in providing entertainment for the visitors. About one-quarter of the party extended their trip a couple of days to make a side trip down the St. Lawrence to ancient Quebec.

London was the meeting place for the fifth Annual Convention, on Feb. 8 to 11, 1910, about 300 retailers and 200 manufacturers and travelers attending the convention. Over 40 manufacturers made displays in the exhibition hall, and visits were paid to the manufacturing plants of the McClary Manufacturing Co. and other concerns. Visitors also attended from Nova Scotia, Quebec, Michigan, Manitoba, Saskatchewan and Alberta.

A big turnover was made in the list of officers, those elected being as follows: D. Cinnamon, Lindsay, president; R. C. Chown, Belleville, and M. S. Madole, Napanee, vice-presidents; John Caslor, Toronto, treasurer; Weston Wrigley, Toronto, secretary; W. J. Bell, Beeton, H. Occomore, Guelph, W. A. Rankin, Ottawa, W. F. Macpherson, Prescott, R. H. Blackmore, St. Thomas, and C. W. Conn, Tillsonburg, executive.

Peterboro in 1911.

Peterboro, Guelph, Niagara Falls and Toronto, invited the 1911 convention, but the executive selected



A. W. HUMPHRIES
President 1906-7



D. CINNAMON
President 1910-11

Peterboro, as no convention had yet been held east of Toronto, and readers of the Journal are familiar with the elaborate arrangements made for the big four-day convention to be held at Peterboro, Feb. 21 to 24, at which between 60 and 70 manufacturers will make exhibits in the large Armouries building.

The Association is going to an expense of about $1,200 in connection with the convention, erecting and decorating booths, engaging bands, entertainers, etc., hiring doorkeepers and other assistance and providing a luncheon open to all in the trade on the closing night of the convention.

Peterboro hardware manufacturers are also arranging to entertain the visiting retailers by showing them the various processes which builders' hardware,



WESTON WRIGLEY
Secretary 1906-7-8-9-10-11



JOHN CASLOR
Treasurer 1906-7-8-9-10-11

shovels, auger bits, tents, saddlery, etc., go through before reaching the finished state.

All roads lead to Peterboro between Feb. 20 and 24, and it is safe to predict that the attendance at the sixth Annual Convention in the "Lift Lock" city will break all former records.

Visitors are expected from Quebec and the Maritime Provinces as well as from Winnipeg and other points in the Western Provinces, a single fare being obtainable on all railways from points between Fort William and Halifax, on the convention certificate plan.

THE WINDOW COMPETITIONS.

One of the features at the Peterboro convention will be the window dressing competitions, the judging of which is to be done by a committee of retailers composed of George Mathewson, Toronto, Milton Adams, Picton, F. W. Otton, Barrie, G. A. Binns, Newmarket, C. R. Bailes, Oshawa, S. B. McClung, Trenton, and J. W. Zavitz, Wallaceburg.

To date several Peterboro window trimmers and two outsiders have signified their intention of competing, the latter being E. A. Whitten, Bracebridge, and H. J. Marshall of Gilmour & Marshall, Cobalt.

A change in the arrangements has been made, and three competitions will be conducted as follows:

A hardware window to be made up of mechanics' tools, builders' hardware, or similar goods. To be judged by 6 p.m. Tuesday afternoon. Cash prizes, $10 and $5.

A paint and brush window, to be judged by 6 p.m. Wednesday afternoon. Cash prizes, $10 and $5.

A stove and housefurnishing goods display, to be judged by 6 p.m. Tuesday afternoon. Cash prizes, $10 and $5.

In judging the displays the committee will consider the size of the windows, and the opportunity of the trimmer. Originality and attractiveness, and above all selling ability will be considered essential in making the awards.

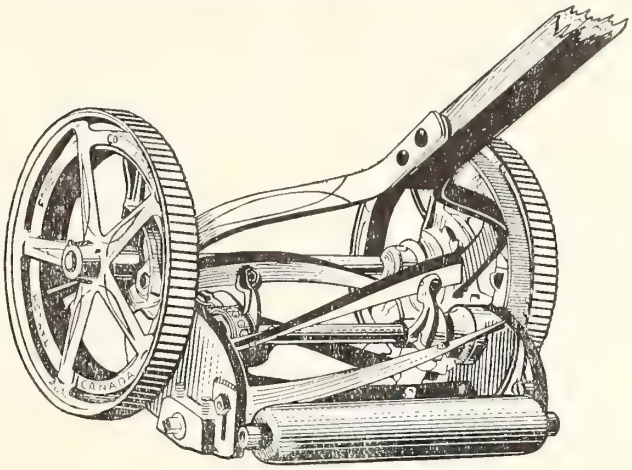
The Peterboro hardware stores place their windows at the disposal of outside hardwaremen or clerks, who desire to enter the competitions.

TIME TO ORDER LAWN MOWERS

Only Nineteen Days before the season opens

¶ We will show a complete line of lawn mowers at the Hardware Convention at Peterboro, Feb. 21 to 24. Don't fail to see them.

¶ We are the largest **manufacturers** of lawn mowers in Canada. If your jobber cannot supply you with "T. F." goods write us for prices.



¶ The "Empire" Lawn Mower carries our guarantee, and is one of the best sellers on the market. You can get a cheaper machine, but none that will carry a better profit for you, and give your customer better satisfaction.

Taylor-Forbes Company, Limited

Taylor Forbes Co., 246 Craig St. Montreal
H. G. Rogers, 53½ Dock St. St. John, N.B.
Canadian United Mfrs. Agency London, Eng.

Head Office and Works:

GUELPH - ONTARIO

J. B. H. Rickaby Victoria, B.C.
W. A. MacLennan Vancouver, B.C.
H. F. Moulden, Travelers' Bldg. Winnipeg, Man.

Dominion Ammunition



SHOULD APPEAL TO EVERY MERCHANT

Profits from 20 to 60%.

Customers are best satisfied because the less duty price appeals to them.





It is the best advertised line on the market.

Handsomely lithographed labelled boxes, give a very attractive appearance to your shelves.

Dominion Cartridge Company, Limited

MONTREAL **Ammunition Manufacturers** CANADA

QUESTION BOX DISCUSSION.

A committee composed of Wm. Magladery, Liskeard (convenor), A. R. Dundas, Cobourg, C. F. R. Taylor, Carleton Place, Ed. Wanless, Chatham, George W. Ecclestone, Bracebridge, and W. J. McMurtry, Galt, will be in charge of the Question Box discussion in the Collegiate Institute Hall, on Wednesday evening.

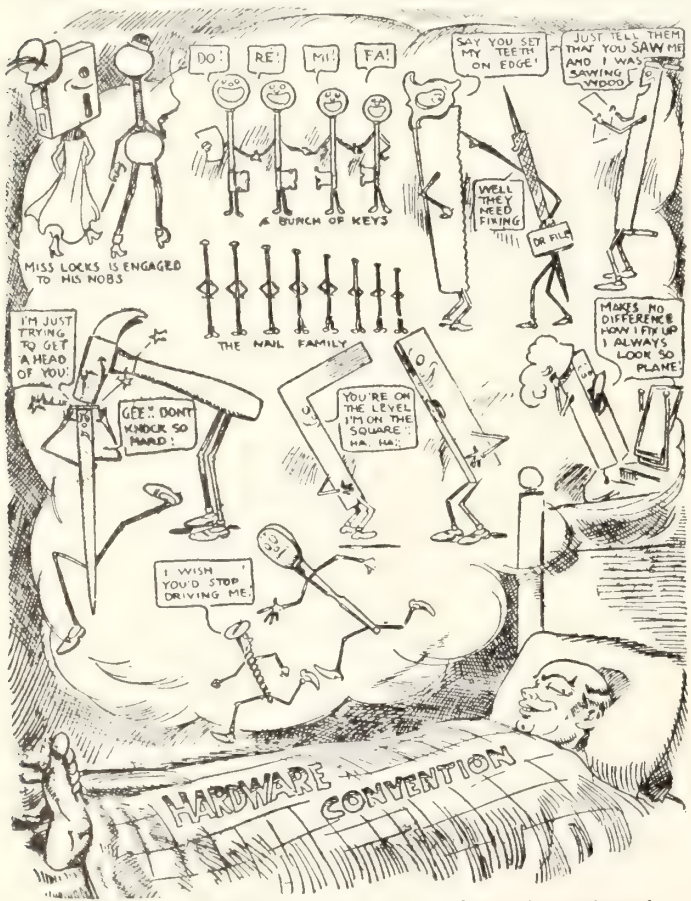
A number of questions already submitted were published in the January issue of the Journal. Another submitted last week is as follows:

"Do you think it profitable to keep a tinshop in connection with a hardware store in a town of 2,000 population, when $18 per week has to be paid for a first class tinsmith?"

Bring along more questions and come prepared to take part in the discussion.

RESOLUTIONS COMMITTEE.

H. Occomore, Guelph, convenor of the Resolutions Committee requests members of the Association who



Sweet Dreams in anticipation of the Hardware Convention as pictured in the Hardware Trade.

have any subjects regarding which they desire the convention to take action, to present the matter to his committee in the form of a resolution as early as possible, in order that the Resolutions Committee can discuss the matter and bring it before the convention as early as possible.

Resolutions submitted the committee so far deal with the following subjects:

Weights and measures. It is suggested that the Government stand the expense of stamping and examining, the dealer only paying for any actual work through the articles being out of order. Standard size of price lists. Resale price on binder twine. General resolution on resale prices. Relating to fraudulent advertising. Relating to licensing hawkers, pedlars, and transient merchants.

THE TRAVELERS' HOUR.

After the addresses of welcome and the usual convention preliminaries have been disposed of on Tuesday afternoon, the opening day, representatives of the Wholesale Hardware Association, Retail Merchants' Association, and other sister organizations will be heard from, following which the meeting will be thrown open to the travelers in what is called the "Travelers' Hour."

A committee of travelers, with Tom Wright, of H. S. Howland Sons & Co., Toronto, as convenor, has been given charge of this part of the programme, but any traveler or exhibitor is at liberty to "butt in" and get rid of his grouch—if he has one.

The discussion, it is intended, should be on "Methods of Salesmanship," the idea being to encourage helpful suggestions and criticism in order that if any points are made which require action at the convention, there will be time to discuss and deal with the matter at later meetings.

THE SOCIAL EVENING.

The annual banquet was eliminated from the programme this year, and a "social evening" substituted, the Association putting up an evening's fun for all travelers and retailers attending the convention.

Harry Bennett, Toronto, has been secured as an entertainer, and R. Gliddon, musical director of the 57th Regiment Band, will have an orchestra in attendance. The "hardware chorus" may also break in a few times, and E. T. Hetherington, of Goldie & McCulloch, Galt, has consented to assist on the programme.

Wm. Maxwell, of the Iver Johnson Arms & Cycle Works, Fitchburg, Mass., will give a talk on "Price Maintenance," a subject in which every hardware salesman and retailer is vitally interested.

Then will come a luncheon to wind up the programme, arrangements having been made with Peterboro's best caterer for this part of the programme.

Y. M. C. A. EXTEND INVITATION.

H. N. Gilchrist, general secretary of the Y. M. C. A. at Peterboro, has extended an invitation to the retailers and travelers in attendance at the Peterboro Convention, to accept the free use of the rooms and privileges of the Association during convention week.

OFFERS ADVICE TO RETAILERS.

Fred C. Lariviere, Montreal, who has become a familiar figure at conventions of the Ontario Retail Hardware Association, and whose advice has been sought by several at previous gatherings, has offered to give free consultation to any hardware merchant on any matter pertaining to the hardware trade during the convention. Mr. Lariviere will have a room at the Oriental Hotel, and any retailer desiring to consult with him is requested to make an appointment for some hour on Wednesday or Thursday mornings.

SUIT CASE COMPETITION.

Last spring the executive of the Ontario Association offered suit cases to the retailer and traveler who secured the largest number of new members for the Association. No retailers have secured enough as yet to qualify for the prize, a minimum of six being named.

Amongst the travelers, however, W. B. Screaton, of the McClary Manufacturing Co., London, J. W. Gallaugher, of D. Maxwell & Sons, St. Marys, Tom Wright, of H. S. Howland, Sons & Co., Toronto, and

CANADIAN HARDWARE MEN CAN NOW SECURE

THE PEERLESS "WAYNE"

OIL STORAGE SYSTEMS

APPROVED BY FIRE UNDERWRITERS' BOARDS

APPROVED BY INLAND REVENUE DEPT.

SEND US A CARD

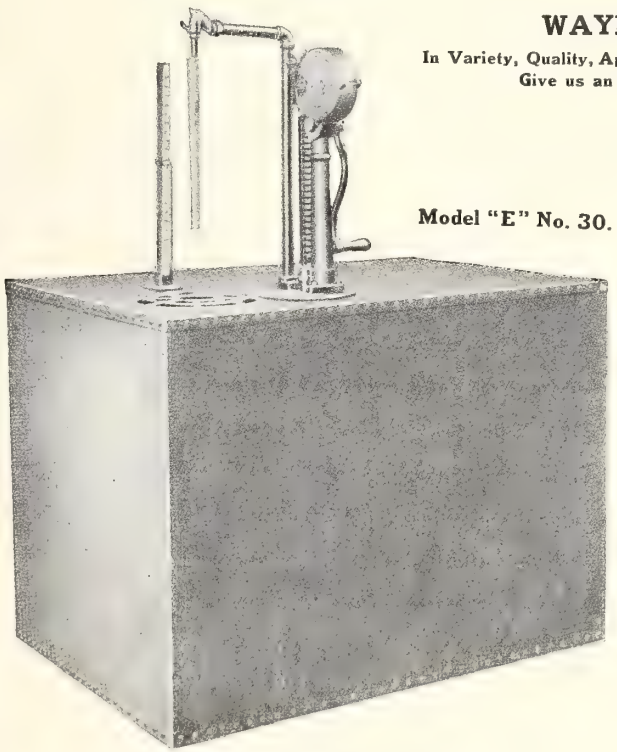
If thinking of installing an Oil or Gasoline Storage - - Outfit - -

YOU'LL BE GLAD

The "Wayne" Computing Pump

(Furnished with any Storage Outfit)

Is an exceedingly simple and complete device, selling any quantity and computing the exact price without possibility of error, and without any clumsy method of changing the table of prices at each change of market quotations. A single stroke of the piston measures any desired quantity and registers the exact price on the computing dial.



Model "E" No. 30.

WAYNE SYSTEMS

In Variety, Quality, Appearance and Price will please you. Give us an opportunity to prove this.



Model 24.

Every Type and Size For Every Requirement



Model E.

WE WILL NOT EXHIBIT

At Peterboro' because all the spaces in the main body of the Armouries were sold last October, and we did not complete arrangements for the extension of our Oil Storage Systems business into Canada until December.

Retail Hardwaremen passing through Toronto, however, are invited to visit our Showrooms at **21 to 27 Lombard St.** (next the General Post Office), where we will be pleased to demonstrate our pumps and show where they excel all others now being manufactured.

We desire to emphasize these points; the Peerless "Wayne" Systems so favorably known amongst Hardwaremen in the United States, can now be obtained in Canada; that we are able to supply any kind of Oil or Gasoline Storage outfit; that in quality and appearance our systems are unequalled; and that in the all-important question of price we are confident that we can interest you.

If you are in the market for a Storage System this year it will pay you to write for our Buletins and prices.

NATIONAL EQUIPMENT COMPANY, - 21-27 Lombard St., TORONTO

L. J. Levy, of the Boeckh Bros. Co., Toronto, have all shown great interest in assisting the work of the Association, and from present indications one of these four is likely to win the travelers' prize.

CONVENTION COMMITTEES.

W. F. Macpherson, Prescott, and J. S. Weichel, Elmira, are convenors of "Hardware chorus" during the convention. A convention song sheet is being prepared by Secretary Wrigley.

Press Committee, to issue reports of convention to daily press, A. W. Humphries, Parkhill, D. Brocklebank, Arthur, and D. Cinnamon, Lindsay.

Peterboro aldermen, hardware manufacturers and retailers will form a reception committee to welcome incoming visitors.

Membership Committee, to meet members at hotels and Armouries, and help enroll members, collect railway certificates, etc. Messrs. R. C. Chown, Belleville, W. J. Bell, Beeton, and H. Occomore, Guelph, and S. M. Burt, Toronto.

Exhibition committee, to supervise exhibition hall. M. S. Madole, Napanee, convenor; superintendent of exhibits, Ray Best, Peterboro. The following members of the committee as officers of the day. For Tuesday, W. J. Bell, Beeton; Wednesday, C. W. Conn, Tillsonburg; Thursday, S. L. Adolph, Listowel; Friday, R. H. Blackmore, St. Thomas.

Resolution committee: H. Occomore, Guelph, convener; W. W. Bennett, Gananoque, and W. F. Macpherson, Prescott.

Nominating committee: D. Brocklebank, Arthur; J. R. Hambly, Barrie; A. W. Humphries, Parkhill; A. Ballantyne, Brantford; and W. A. Rankin, Ottawa.

Question box committee: Wm. Magladery, Liskeard, convenor; C. F. R. Taylor, Carleton Place; J. C. Wanless, Chatham; Geo. W. Ecclestone, Bracebridge; A. R. Dundas, Cobourg, and W. J. McMurty, Galt.

Discipline committee: M. S. Madole, Napanee, convenor; W. J. Bell, Beeton; D. McNab, Orillia; W. A. Rankin, Ottawa; one exhibitor, A. A. Bittues, Montreal; and one traveler, S. E. Waffle, Smith's Falls.

These committees will stand subject to revision and additions at the opening of the convention.

CONVENTION NOTES.

President Dan Cinnamon has addressed a letter to the trade in Ontario which ought to cause many to bestir themselves and attend the convention. As the president says: Attending conventions makes narrow men broad, small men big, big men bigger, and good men better.

"It should be the duty of every hardwareman to set aside a few days and find out what is being done outside his own shell."—G. A. Binns, Newmarket.

"I certainly cannot afford to miss the convention from either a social or financial standpoint. I believe association membership to be the best investment a hardwareman can make. The ideas he receives in conversation with others are more than worth the cost of attending the convention."—H. E. Wells, Dresden.

The joint committees of the retail and wholesale associations held a conference at Toronto on Jan. 23. Several trade matters were discussed, a report of which will be made by the joint committee at the Peterboro convention.

The "Lien note" committee of the Ontario Association met at Stratford on Jan. 26 and passed upon a plumbing estimate form, which they will present to the convention at Peterboro, with the suggestion that the form be adopted by members of the Association.

ABOUT PETERBORO'S STORES.

Peterboro has long been noted for the two large hardware stores which have made a name for themselves throughout Ontario, the Peterboro Hardware Co. and the Kingan Hardware Co., the two stores being located almost opposite each other near George and Simcoe streets.

Both are old established businesses, the Kingan Hardware Co., of which R. Kingan, is the head, having had the fewest changes in recent years. Occupying one of the leading corners in the city the store has a splendid trade locally, besides which it has a wide connection outside the city. A feature for which the store is noted is its window trimming, they having one large display window, with a smaller window on the corner. H. J. Hanwell, the store's window trimmer, has recently elevated the floor of the window, and by the use of stenciled cards, with electric lights under the platform, has arranged several signs which are especially attractive at night.

The Peterboro Hardware Company's retail hardware store is one of the largest in the Province, with large display windows and high ceiling. The shelving is mostly open but the large silverware cabinet, the several silent salesmen, and the fine counter and office space mark the store as a live place of business. Back in 1893 the company was incorporated, taking over the McKee and Davidson business, the principals of the new company being R. B. McKee, H. Phelan, T. H. Fortye, V. Eastwood, R. H. Fortye, and R. S. Davidson.



H. P. Morgan

By 1901 all of these, with the exception of Mr. Eastwood, had died or retired from the business, the controlling stock held by Mr. Davidson passing into the hands of Mr. Eastwood and three of the store assistants, H. P. Morgan, M. Comstock and C. M. Blewett. In 1907 Mr. Eastwood became manager of the Royal Bank, Mr. Morgan succeeding him as president and general manager. Mr. Comstock recently retired, and T. McWilliams is now vice-president, Dr. Wightman, director, and C. M. Blewett, secretary treasurer. The company does a business, wholesale and retail, of approximately a quarter of a million dollars, yet the head of the concern, Mr. Morgan, has yet to celebrate his thirtieth birthday.

The Higgins Hardware Co., on Hunter street, opposite the post-office, is another old established firm, having a wide trade amongst town and country folk, Mr. Higgins specializing on stoves and general hardware.

The Best Stove and Hardware Co. are located across the road from the Higgins store, and they also feature stoves and house-furnishings. A recent rearrangement of their store premises has given their store a thoroughly up-to-date appearance.

F. R. J. Macpherson & Co., a few doors from

Kingan's store, started fourteen years ago as a bicycle repair shop, and they have since developed their business, taking in gas fittings, plumbing and heating, electrical work, stoves and house furnishings. In lighting fixtures they are especially progressive.

Across the road is the stove and tinware store of G. Hutchinson, the store backing on the market square, and having in consequence a large farmers' trade.

Adamson and Dobbin, who have a large stove and heating business on Simcoe street, near the Peterboro Lock Manufacturing Company's factory, also do a plumbing and heating business, the business being established in 1904 by two practical workmen, Mr. Adamson, in fact, serving his apprenticeship in company with H. Occomore, Guelph, one of the officers of the Retail Hardware Association, in the stove store formerly kept by Adam Hall, now in the foundry business. Any hardwaremen interested in the tinsmithing and heating end of the business will find a visit to Adamson & Dobbins' store and workshop worth while.



Adamson & Dobbin's Store.

J. Murty, whose store is almost across the street from the Oriental Hotel, has one of the oldest stove and tinware businesses in the city, and good workmanship and faithful service holds for him the trade built up in his many years' business.

A. E. Micks, half a block farther up Hunter street, also has a large trade in stoves and house furnishings, with a considerable jobbing and heating trade.

The Peterboro Heat and Power Co. have fine showrooms for gas ranges, etc., on George street, opposite Turner's Opera House, and a lesson can easily be learned from the neatness of their display.

NEW JOBBING WAREHOUSE.

One of the biggest surprises visitors to Peterboro during the Convention will have will be the thoroughly modern wholesale warehouse of the Peterboro Hardware Co., on a siding of their own opposite the C. P. R. depot.

For many years the Peterboro Hardware Company have been doing a jobbing trade in connection with their retail business, but many retailers in nearby towns have naturally hesitated to visit the store and become customers. Now, however, that the wholesale department is located in a fine warehouse building half a mile from the retail store, and travelers are calling on the trade for orders, dozens of new accounts are being added to the books, and the wholesale trade doubled during the year just passed.

The new jobbing house is in a particularly fortunate location in being able to serve retailers in the district north and west of Peterboro, as well as east on the C. P. R. and Grand Trunk for a considerable distance, mail trains arriving in the early morning and departing in most directions about midday. In the summer, too, water navigation on the Trent Canal and Kawartha Lakes gives a wide territory to cover.

The main warehouse is 44 x 65 feet in size, with three stories and basement connected by an elevator. A metal warehouse, 44 x 52 feet, in the rear, was built of concrete during the winter a year ago, and the experiment has proven satisfactory. A siding runs the full length of the building, and a wharf is located on the river behind the warehouse.

"Harry" Morgan, a young man of 29 years, who grew up with the Peterboro Hardware Co., and a former member of the executive of the Ontario Retail Hardware and Stove Dealers' Association, is president of the Peterboro Hardware Co., while Theo. McWilliams, is manager of the wholesale department, C. M. Blewett, being secretary treasurer.

NEW DESIGNS IN BUILDERS' HARDWARE.

The Peterborough Lock Mfg. Co., Limited, have during the past year made some remarkable changes in their plant by adding additional buildings and placing therein new and improved machinery for producing the many new designs they have already added to their lines. In addition to all this, they have just completed a new 125 page supplement, illustrating and describing their new goods in a way never before attempted by Canadian manufacturers.

The Lock Company will have an exhibit at the coming Retail Hardware Convention, and assure everyone visiting them of a hearty welcome. It would be well for those who intend visiting Peterboro during the convention to make note of this, as a visit to their plant will be well worth the time, both from a social and educational standpoint. To study the various processes of finishing the different classes of builders' hardware will be very helpful to any hardware merchant, who can explain the processes to his clerks on his return home, and thus raise the efficiency of the selling end of his business.

HOW AUGER BITS ARE MADE.

Few processes in hardware manufacturing are more interesting than the making of an auger bit, and it is safe to say that not more than five per cent. of the retail trade have ever seen an auger bit made. Those who attend the Peterboro Convention will be able to see the process, however, at the works of the Rapid Tool Co., whose manager, Thomas M. Rees, has extended an invitation to all visitors to visit the plant at any time during the convention.

Beginning at the point where the raw material in the shape of steel rods enters the plant, to the stock room adjoining the office, an hour can be spent to splendid advantage.

The first process in the manufacture of a "Trent" or "Parry" double twist bit is the forming of the nib, shank and plate in a large power hammer, the size of the bit being stamped into the steel during one of these operations. Next, the steel is passed to another work-

man, who after heating the steel in a forge, inserts it into a twisting device, after which it passes to the heading machine and the workman who, with the aid of an ingenious device heads and points the bit. Finally the bit is straightened ready for machine shop.

The first process of the making of a "Rapid" solid center high grade bit is very similar, machines shanking, crimping, straightening, heading and pointing the rough steel until it has the form if not the appearance, sharpness and finish of the bit ready to be sold over a hardware counter.

After these first processes have been completed in the blacksmith shop the bits are dropped into a bath of lime to soften the steel, and prepare it for the grinding processes in the machine shop. The first machine seen here is a recently patented and unique device which does the hand work of five men, in grinding off the roughness of the steel, after which all the surplus stock is taken off by machines and hand filers, the screw on the point being finished by a cutting machine making 5,500 revolutions each minute.

The machining done, the bits are tempered in oil, and after being sharpened by additional filing, a finish is put on with the aid of emery straps on swiftly revolving machines.

In the stock room, a large variety of bits are to be seen in all sizes, from three-sixteenths to an inch and a quarter, put up in cardboard boxes, slotted wooden boxes for sets, as well as in canvas rolls. In addition to the "Rapid" solid center, and the "Parry" double twist bit, the firm has recently added the "Trent," a higher grade double twist bit to their line, and look for a big trade in it.

During the past six months this company have greatly increased their capacity, and have more than doubled their output.

CAMP SUPPLIES.

One of the things that has helped to make Peterboro well known among hardwaremen is the fact that it is the center of manufacturing for camp and water sports supplies in Canada.

Three canoe factories are located here, the Peterboro Canoe Co., who will have an exhibit at the Armouries, the Canadian Canoe Co., and the Wm. English Canoe Co.

Adam Hall, who has just moved into new foundry premises, makes a specialty of manufacturing ranges for lumber and railway camps, besides ranges and heaters for hotels and boarding rouses in the newer sections of the country.

The largest industry devoted to camp supplies, however, is the factory of J. J. Turner & Sons, whose specialty is tents, camp furniture and flags. They are leaders in Canada in these lines, and their trade extends into every province. A visit to their factory and show rooms will give hardwaremen many suggestions as to opportunities for developing trade in special lines and taking orders from catalogues for tents, flags, and other camp and sporting goods. Other products of the Turner factory are sails, waterproof covers, awnings, and several grades of horse blankets, besides which a large trade is done in snowshoes, toboggans, etc.

F. F. Ackerman & Sons' immense business factory opposite the C. P. R. depot, is another interesting point which will be visited by many hardware merchants who handle harness and leather goods as a side line. In these days of factory made harness it behooves retailers to post themselves regarding the labor saving machinery used in cutting down the factory costs, so that if a demand exists for leather goods and harness he will be in a position to meet it in an intelligent manner.

HOW SHOVELS ARE MADE.

The Lundy Shovel & Tool Company, Limited, who last fall purchased the Peterboro Shovel Co.'s plant have rebuilt and brought the plant up-to-date, making a thorough investigation of the best all-round way to manufacture a shovel, decided in favor of the welding process as being capable of giving greater satisfaction and producing a higher grade of goods than the rolling process.

There are, of course, numerous shop methods that exist in different factories in connection with either process, but the rolling process may be described as the manufacture of a shovel from bar steel forged and rolled into the necessary shape, and that of the welded process as the name implies, plate steel welded to its socket and subjected to heavy pressure. In the rolling process the steel section is first sheared after heating, placed in a bulldozing machine hot, which forms the socket from the section, at the same time bringing this section of steel to the shape that will allow the same on reheating to be run through a heavy set of rollers very similar to the rollers used for the rolling of steel sections, or rails.

The welding process, as has been stated, is the manufacture of the finished shovel from steel plate, with a socket to take the handle welded to the plate. This process simply is the carrying out of the most universally adopted form of manufacture of the present time, it being a much older method than the rolling or bulldozing process as mentioned.

In looking into these details of manufacture, the first point that struck the Peterborough Company was that the process of rolling cost a lot less than that of welding, but an investigation showed that the welded shovel was the superior of a rolled. One of the great points in favor of a welded shovel is that it is possible to keep the same uniform quality and density of the steel blades undisturbed at the wearing portion, while the blade of the rolled shovel has of necessity to be of a lower carbon and therefore softer material, to make possible the bulldozing process through which it has to pass, to say nothing of the intense heat necessary for this forming. It is quite reasonable to believe that while it is necessary to have a fairly soft and malleable steel to form the straps or socket of a shovel, that it is **not** necessary to have the same condition extend throughout the blade, and it has been found by actual practice that if an endeavor is made to form the straps around a handle when made up of the same quality of steel as is used in the welded shovel blade, that fracture and failure of the article always results.

The question arises as to whether the cheaper process with less reliability and stability in wearing qualities is best for the factory's sales with its attendant lower cost, or whether it is best to spend more money on the goods and make something that will appeal to the dealer and jobber alike, and find a place in the Canadian market. Advocates of the rolling process, while admitting that under ordinary circumstances, a rolled shovel cannot be as spring-like and hard a texture in the blade as the welded shovel, maintain that by a hardening process the desired condition can be obtained. Others hold, however, that with the present low selling price of shovels it is quite impossible for any manufacturer to successfully maintain a hardening process that will give a fair result on goods of this class, to say nothing of the fact that a shovel to be of

NOW READY



Retail Price, $25.00, Complete.

Our 1911 Models of "Automatic" Hand Power Vacuum Cleaners. The only Hand Power Machine that has proved a success, and given satisfaction. It is the standard of efficiency to-day, and will last an ordinary lifetime. Our exclusive double tank device separates 96% of the dust automatically, without the aid of screens, baffles or water. Remember this machine "Blows" as well as "Sucks."

Send your orders early, so you will have them on hand for spring house cleaning.

Our discounts to Dealers and Jobbers are liberal. Send for our booklet. It's free.

ONWARD MFG. CO. - Berlin, Ont.

Largest Builders of Portable Vacuum Cleaners in Canada.

See our Exhibit at Peterboro at Hardware Dealers' Convention.

Greatest Invention of the Age

The "ONWARD"

Sliding Furniture Shoe

(Successor to the old fashioned wheel caster)



For Wood Furniture.

Made with Glass Base and Mott Metal Base, in all sizes and styles, suitable for all kinds of Furniture and Metal beds. They are put up in neat labelled boxes, from 6 to 24 sets in a box.

If your jobber cannot supply you, write us for descriptive circular, price list and discounts.



For Metal Beds

BEWARE OF IMITATIONS

Manufactured in Canada only by

ONWARD MFG. CO. - Berlin, Ont.

real service must have its texture extend from toe to heel, that though the greatest wear is on the point, still the back will at all times receive the wear to a lesser degree. Shovels manufactured under the rolling process are frequently found to be almost perfect at the point and worn through at the back. The conclusion is that a welded shovel, even though it cost more to manufacture, is the best for all round purposes.

The Lundy Shovel & Tool Company cordially invite every one connected with the hardware trade who visit Peterboro during the convention to look over their factory and see for themselves the process which goes to make up the only welded shovel manufactured in this part of the world to-day.

A HANDSOME BADGE.

As an evidence of the interest manifested by manufacturers in the conventions of the Ontario Association reference might be made to the handsome badge being prepared for this year's convention, by the Gillette Safety Razor Co. of Canada, Montreal, it being even more unique than the one supplied the Association for the London Convention by the Lufkin Rule Co., Windsor.



The Convention Badge.

The badge being gotten up by the Gillette Company will be a "thing of beauty" during the convention, and a "joy forever" after the delegates have returned home. It will be distinctly hardware, as characteristic of Gillette enterprise, the badge will have as one of its component parts, a fine quality rubber set Gillette shaving brush, the brush and holder being detachable after the convention, so that it can be hung in the bath-room and remain both as a reminder of the Peterboro convention and an article the use and value of which will last long after another, and possibly greater convention of the Association, has passed into history in succession to the Peterboro meeting.

Members of the Association will wear blue badges, exhibitors will wear red, traveling salesmen who are associate members of the Association will wear steel gray, and special guests will wear white ribboned badges, each badge bearing the name of the wearer, below this being suspended a bronze disc bearing the name of the Association and carrying by means of a novel device, the shaving brush, which most of us—President Dan Cinnamon excepted—find it necessary to use every day or so, whether we use a modern safety razor or the old time open blade.

By special arrangement with the Gillette Company members of the Association who find it impossible to attend the convention will be forwarded a badge after the meeting, but the heavy expense attached to getting up the badge makes it necessary to emphasize the point that only one badge can be given with each membership, and that only paid-up members of the Association can secure them.

Where a firm is represented at the convention by both the proprietor and a clerk, an extra membership button can be secured for 25 cents. As already announced a membership button is supplied every member with the receipt for his membership fee.

DRAWING COMPETITIONS AT PETERBORO.

The Dominion Cartridge Co. will offer three cases of their ammunition as prizes in a drawing competition at the Peterboro Exhibition. Each visitor to their booth will be given a numbered ticket and on Thursday night, Secretary Wrigley will draw three numbers from a set of duplicates, the holders of the duplicates of the three taking the prizes.

The Brantford Roofing Co. will also conduct a similar competition.

C. P. R. BEST LINE TO PETERBORO.

With the Annual Convention a month distant, all indications are that the success and attendance of the 1910 meeting will be eclipsed at the Peterboro Convention this year. The same railway arrangements will be in effect this year as in 1910—single fare for the round trip on certificate plan, and the attention of all is particularly called to this arrangement. When ticket is purchased it should be stated that it is for the Ontario Retail Hardware and Stove Dealers' Association Convention at Peterboro, and a convention certificate must be obtained. A one way ticket to Peterboro and the certificate will be received, and when the certificate has been signed by the Secretary of the Convention at Peterboro, thus verifying attendance, the railway will issue on presentation a return ticket to destination without charge.

Remember Last Year.

It will be remembered that at the 1910 convention a considerable number of those in attendance overlooked obtaining convention certificates at the time they purchased their railway ticket and some difficulty and inconvenience was entailed. Besides, the low rate obtained for the convention from the railways, necessitates a guaranteed attendance, and the Association does not benefit in point of numbers by those who overlooked obtaining convention certificate at time of purchase.

Special Train Arrangements.

The single fare tickets will be on sale February 17th to 24th, and good for return until February 28th.

Trains leave Toronto via C. P. R. 9.02 a.m., daily, 5.00 p.m. week days, 10.00 p.m. week days, and 10.30 p.m. daily. The 10.00 p.m. train runs from North Toronto station.

The Canadian Pacific is the direct route to Peterboro, and as a large number have signified their intention of going to Peterboro on the 5 p.m. train, leaving Toronto Monday, Feb. 20 (arriving 7.45 p.m.), and on the 9.02 train Tuesday morning (arriving at Peterboro 11.28 a.m.) special coaches will be added to these trains for the accommodation of those going to Peterboro on these days.

There's most Money in Robertson's Paints for the dealer



There's most Satisfaction in Robertson's Paints for the consumer

Two Vital Points Every Paint Dealer Must Consider

VELVET.

¶ "ROBERTSON'S" Paint is sold to the Dealer at a fair, honest, legitimate price—not a "cut-rate," but a "GOOD BARGAIN" price.

¶ Our independent position and special manufacturing and marketing facilities are the advantages we have, enabling us to turn out such a HIGH QUALITY paint at such a LOW PRICE.

¶ Consistent only with the cost of producing, canning and labelling the BEST and MOST EFFICIENT paint possible to produce.

¶ Over the cost of the goods is added the ACTUAL expense of doing business, and a profit sufficient only to pay a fair Dividend on our investment.

¶ While we DO furnish you with some very RESULTFUL selling helps, you are not asked to contribute to a national advertising campaign .

¶ This item of expense adds to the price, but NOT to the quality of the Paint. An item you pay for but do not usually get value for.

¶ The extra profit in "ROBERTSON'S" Paint is "VELVE" for the Dealer. The LOW PRICE on the Paint enables you to meet all competition.

¶ The HIGH QUALITY of this Paint enables you to satisfy customers and thereby build up a permanent, and profitable business.

VALUE.

¶ Mixed House Paint is being sold in an astonishing variety of mixtures—some good, while many are good for nothing.

¶ The poorest of them have been so STRONGLY advertised that the Dealer, as well as the Consumer, has been at a loss to know what Brand of Paint was really good paint.

¶ Genuine Paint value lies in the beautifying, protecting, and lasting qualities—the SATISFACTION to the user.

¶ The real quality in Paint, is NOT necessarily a matter of Purity—nor the quantity of Lead it contains.

¶ Much Paint has been sold on the strength of being "Pure"—but mere purity is not a measure of Paint quality.

¶ A mixture of Pure Barytes, Pure Gypsum and Pure Petroleum Oil will make Pure Paint—But not GOOD PAINT.

¶ "ROBERTSON'S" Paint is GOOD PAINT as well as Pure Paint. The results of actual use has served to determine it's REAL VALUE.

¶ Made especially for Ontario climate—not from an English or American Formula, but from over TWENTY-FIVE YEARS ONTARIO PAINT MAKING experience, satisfying patrons.

'Tis said "One sometimes knows a fact without realizing it," and so it is often the case in buying Paint. We are confident that you know of us favorably, without having realized the many reasons why you should handle "ROBERTSON'S" Paint. Let us get better acquainted—Let us show you the many advantages for you in the Robertson Agency.

We Want to Meet You at the Peterboro' Convention

Look for the house of many colors—Booth No. 7

THE JAMES ROBERTSON CO., Limited

Toronto, - Ont.

Business and Store Management

VALUABLE POINTERS REGARDING FIRE INSURANCE.

How a Canadian hardware firm took advantage of the remodelling of their buildings to cut down their fire insurance rates.

(By "Accountant," St. John, N.B.)

One of the most important matters in connection with fire insurance is for the insurer to insist upon having an itemized bill of the charges making up his rate and to refuse to accept a bulk rate any more than he would accept a bulk instead of an itemized invoice for a bill of goods. The local agent may hesitate about supplying this information, as reduced rates may mean reduced commission, but a letter addressed to the Underwriters' Association will bring what is required, the underwriters seeming to take the broader and more correct view that if a man gets his rates materially reduced he is most likely to increase the amount of his insurance.

The writer recently made it his business to go thoroughly into the fire insurance question in so far as it affected our buildings and stock, and as extensive alterations were being made it was an opportune time to make many of the minor and inexpensive changes which help to reduce fire insurance rates.

For example, we installed a two-inch stand pipe with 75 feet of hose on each floor, we moved and covered in our elevator hatch, we put in Bowser pumps and buried out gasoline tank outside the building, we separated our tinshop, leaving no connection on second floor and only one door with fusible brick on the first, running a three foot parapet around this part of the building extension.

We of course then asked for an itemized rate, which was furnished us, showing our old rate prior to improvements. These rates and the amount of insurance then carried were as follows:

Building (not co-insurance)	$15,000 at	$1.78	$267.00
Stock " "	19,000 at	2.13	404.74
Total			$671.74

Much to our surprise we found in our rate a charge of 25c. for "exposure," being for a "frame row" alongside our building, which had been removed and replaced by brick block. Off comes 25c. from our rates. Another charge of 15c. was made for a frame warehouse within a foot of our tinshop windows, but upon our agreeing to install metal glass and frames in exposed windows if this building were not removed, we knocked this amount off also. The old warehouse was subsequently removed, and we were under no expense whatever. Other alterations reduced our rates until notwithstanding an exceptionally heavy key rate or base rate which prevails here, we were able to get our new rates fixed at: Building $1.11, and stock $1.48, a deduction in one case of 67c., or about 40 per cent., and in the other 65c., or about 32 per cent.

What About Co-insurance?

The reduction on the building by co-insurance would be 15 per cent., and with very little possibility of a fluctuation in values it would seem that the only wise thing would be to take advantage of this reduction and insure to 80 per cent. of the value of the building. As a precaution, however, we asked one or two of our leading agents to place a valuation on our building, their figures agreeing with our own valuation of $40,000. We then insured for $32,000 at $1.11 less 15 per cent., or a net premium of $307.52.

In the case of our stock, however, we concluded, as we believe most wise persons would conclude, that this would fluctuate so much and there seemed to be so much division of opinion regarding the practical working out of the co-insurance clause in case of fire loss. that we would insure on a straight basis. Our present insurance then is as follows:

Building (co-insurance)	$32,000 at	$1.11, less 15 p.c.	$307.52
Stock (not co-insurance)	30,000 at	1.48	444.00
Total $62,000 for			$751,52

Briefly, we secured $28,000 more insurance than formerly for a difference of only $80 in premiums.

Obtained New Ratings.

New ratings were, of course, now issued to all local agents and our next move was to ask for cancellation of old policies and refund for proportion of premiums for unexpired time. Some objection was made to this on the ground that a policy **could not** be changed until date of expiry on account of "**reductions made in the rates,**" but we were able to convince the agents that while this was the case that "reductions **might** be made on account **of improvements made in the risk.**" We were able now to accomplish two very desirable things in the handling of insurance, namely, 1st, To have all our policies expire on the same day. 2nd, To have our own wordings printed and embodied just the same in each policy.

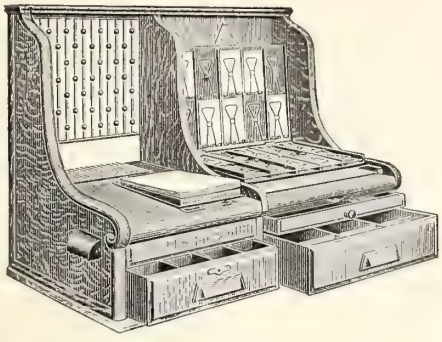
Our insurance so far as our retail store is concerned is then in fairly good condition and enforces the point that insurance rates should be carefully analyzed and cut down in every way possible, as this truth must be quite obvious to every one, that anything which tends toward a reduction in the premium makes also for better protection in the matter of fire risk.

Savings on Warehouse.

In connection with the insurance on our warehouse we "got wise" to a rather interesting proposition, namely, that in insuring a building with a 30-inch concrete foundation there is no very particular need for insuring that foundation. At any rate we **did not** insure the foundation, but agreed upon a valuation of $30,000 for the superstructure, and insured for $24,000 for the rather insignificant sum of $108. The fact of the matter is that just at present we are carrying insurance as follows:

Warehouse (co-insurance)	$24,000 at	45.....	$108.00
Stock "	50,000 at	80.....	400.00
A total of $74,000 for			$508.00

while we paid about $360.00 on our old ironclad warehouse, for a total of about $15,000 insurance.



End Your Accounting Troubles

This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human inteligence.

The McCaskey will tell you more about the details of your business (the things you should know) in five minutes than you can glean from a set of books in hours.

The McCaskey cuts out useless posting and Copying from one book to another and the information it gives you about your accounts is reliable and can be depended upon.

With The McCaskey in your store you can tell all at a glance the total amount due you on each account receivable.

The McCaskey prevents errors and disputes with customers over their accounts.

In ten seconds you can learn what twenty customers owe, when they made their last purchase and what they bought.

The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

The McCaskey collects money automatically.

The McCaskey limits credits, prevents overbuying and overselling.

With The McCaskey you can prove your loss to the penny if you are visited by a fire.

There are now more than 70,000 merchants in all parts of Canada and the United States using

The McCaskey System

The McCaskey actually pays for itself several times in the course of the first year it is in use, by eliminating useless book keeping, preventing losses due to forgotten charges, loss of good customers due to errors and disputes over accounts, and in a hundred other ways.

The McCaskey may be paid for in installments if you prefer to purchase one that way, and *it will pay for itself in that way.*

Information regarding The McCaskey System is free for the asking.

THE DOMINION REGISTER COMPANY., Limited

TORONTO, ONTARIO

BRANCH—19-21 QUEEN VICTORIA STREET, LONDON, ENGLAND

You may ask: "Why adopt co-insurance in one case on stock while condemning it in the other." Well, in the first place there is a very much greater difference in one case than in the other. On the store the difference is only 15 per cent., but on the warehouse it is a straight 30c. on $1.10, or 27 per cent., and a system of perpetual inventory enables us at all times to keep our insurance **over** the 80 per cent., which the great difference in rates warrants our doing.

There seems to be always something new to learn in this insurance game, and it is in the hope that you can impress upon the members of the Retail Hardware Association and readers of the Canadian Hardware and Stove Journal the necessity of looking after this important item of expense that I write you.

JOHN SMITH & COMPANY, LIMITED.

$——————On their stock of hardware and all goods pertaining to their business, owned by the assured, or held by them in trust or on consignment, or sold but not delivered, while contained in the..... storey and basement, concrete and brick building with metal roofing, owned by the assured and occupied by them as a Wholesale Warehouse, situate and being on Lots Numbers, etc.

It is understood that the stock hereby insured is held covered while in above warehouse, and, or on platforms, sidewalks and grounds adjacent within 50 feet of said warehouse, and in or on cars within 100 feet thereof.

Permission granted to keep on the premises 25 pounds of Gunpowder. Permission granted to keep on hand for sale: Oils, Paints and Varnishes; warranted that no oils, paints or varnishes are kept except in hermetically closed tins ready for sale. No packages broken. (Note: Oil warehouse in separate building).

Total concurrent insurance permitted up to 100 per cent. of the cash value of the property without notice until required. Loss, if any, payable to the Assured.

CO-INSURANCE CLAUSE.

It is part of the consideration of this policy and the basis upon which the rate of premium is fixed that the assured shall maintain insurance on each item of property insured by this policy of not less than 80 per cent. of the actual cash value thereof, and that, failing so to do, the assured shall be a Co-Insurer to the extent of such deficit, and in that capacity shall bear his, her or their proportion of any loss.

MECHANICS PERMIT.—Permission granted for mechanics to be employed for making ordinary alterations and repairs, but this shall not be held to include the constructing or reconstructing of the building or buildings or any additions or enlargements of the premises which shall exceed five days at any one time, without notice being given.

LIGHTNING-DYNAMO CLAUSE.—This policy shall cover any direct loss or damage caused by lightning (meaning thereby the commonly accepted use of the term lightning, and in no case to include loss or damage by cyclone, tornado or windstorm), not exceeding the sum insured, nor the interest of the insured in the property, and subject in all other respects to the terms and conditions of this policy. PROVIDED, however, if there shall be any other fire insurance on said property, this Company shall be liable only pro rata with such other insurance for any direct loss by lightning, whether such other insurance be against direct loss by lightning or not; and provided further that if dynamos, wiring, lamps, motors, switches or other electrical appliances or devices are insured by this policy, this Company shall not be liable for any loss or damage to such property resulting from electrical injury or disturbance, whether from artificial or natural causes, unless fire ensues, and then for the loss by fire only.

Attached to and forming part of Policy No.....
of the .....
.....

(Copy of one form used on all policies now in force).

NEXT YEAR'S CONVENTION.

I am going to see what this city will do towards holding next year's convention at Niagara Falls," writes G. H. Clark, Niagara Falls, who adds:

"I have just finished taking stock and balancing up books, and am very much pleased with the year's business, as it has been the best year I ever had. One year ago my partner and I separated, he took the plumbing and heating and I retained the hardware, stoves, tinware, etc., and it was a good move for me. I have had less trouble and worry, and would not go back to the plumbing and heating on any consideration."

SASKATCHEWAN HARDWAREMEN MAY ORGANIZE.

J. Walton Peart, of the Peart Bros. Mardware Co., Regina, has taken the initiative in calling a convention of the retail hardware merchants of Saskatchewan to meet in Regina during the time of the Dominion Fair, to be held in that city, July 31 to Aug. 12.

Mr. Peart has written the exhibitors at the Peterboro convention asking their views regarding holding a hardware exhibition at the time of the proposed Convention, and a number of them have already signified their willingness to make exhibits in order to show their new lines to the large number of new hardwaremen locating in the West.

The co-operation of Weston Wrigley, secretary of the Ontario Retail Hardware and Stove Dealers' Association, and editor of the Hardware and Stove Journal, has also been asked in the management of the exhibition and the organization of a Retail Hardware Association in Saskatchewan.

The proposition looks feasible, and with Messrs. Peart and Wrigley in charge the proposed convention and exhibition ought to be as successful as the big retai lhardware conventions in Ontario have been in recent years.

M. B. Peart, Regina, will be in attendance at the Peterboro convention to discuss the details of the proposed meeting with Mr. Wrigley and the manufacturers who are desirous of showing their goods in the West.

ARE YOU GOING TO PETERBORO FOR THE CONVENTION?

Members of the Ontario Retail Hardware and Stove Dealers' Association are reminded that the convenient way to reach Peterboro from all points in Ontario, is via **Grand Trunk Railway.** For example passengers can leave London at 9.00 a.m., Ingersoll 9.29 a.m., Woodstock 9.45 a.m., Paris 10.14 a.m., Brantford 10.29 a.m., Hamilton 11.15 a.m., arrive Toronto 12.15 NOON, have an hour and a half in Toronto for dinner, leaving Toronto 1.50 p.m., and reach Peterboro same afternoon. Equally good service from other points.

A SIGN
—OF—
THE TIMES

A REMARKABLE RECORD
FOR
MOORE'S MURESCO

Twenty-Eight Million Pounds
of MURESCO sold during 1910

by the

Benjamin Moore Companies

Sufficient to paint a strip six feet wide encircling the globe.

In Canada the sales of **Muresco** last year increased 35%—the strongest evidence of its popularity. The public have caught on to its good qualities. **Muresco** is the **Favorite Wall Finish:** does not rub off, crack, peel or blister when properly applied. It covers more surface and covers it better on one coat work than any other material on the market.

Order MURESCO for Spring Trade

Manufactured by

BENJAMIN MOORE & CO., Limited
WEST TORONTO

NEW YORK **CLEVELAND** **CHICAGO**

OUR EXHIBIT
AT THE
Peterboro Convention
Feb. 21-42
will demonstrate to you the merits of
MURESCO
as a Wall Covering.

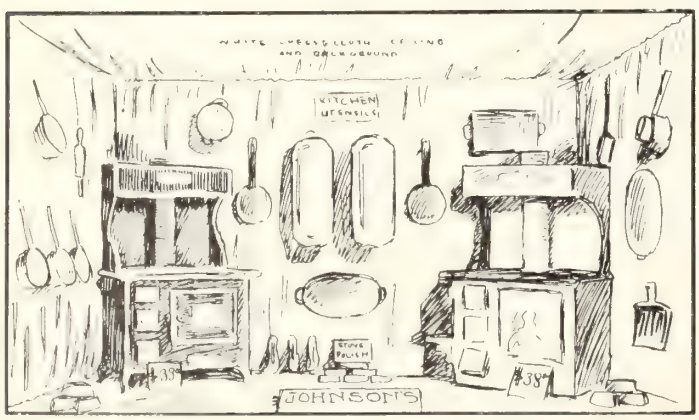
Window and Newspaper Advertising

AN "AFTER STOCK-TAKING" WINDOW.

Written for the Journal by W. J. Illsey.

After your stock-taking has been completed in January, you are aware of the many or few lines which have proven "slow sellers." These should be brought out, and if at all seasonable, made into a bargain window. Such windows to do their best and quickest work, should be offered at a certain price for any article in the display. You will find that the goods will move out easier by this method than where there are a number of various lines mixed and marked at different prices. If, however, you haven't enough for a display of any one line, make it up of the many, and use plenty of price cards.

A good regular February window display is that of cooking ranges. The arrangement is simple, and if some little care is given to it will prove a trade getter sure. Pleat the back of your window with clean white cheese cloth. Against this on small wire nails, hang a well assorted selection of your best lines of enamel, copper, or tinware. Cooking utensils which go with ranges are preferred. If you have any good cards exploiting the ranges shown, hang these also against this white background. After this has been done, place your ranges, two or more if there is room enough, along the back of window, but not right against it. Better to place the corner ones on an angle, as this gives a more pleasing effect. Have plain price cards on each. When these have been set in position cover the front (and all between the ranges) of the floor with white cheese cloth, and on this arrange smooth-



Suggested Arrangement for a Kitchen Goods Window.

ing irons, toasters, meat cutters and a general line of kitchen goods.

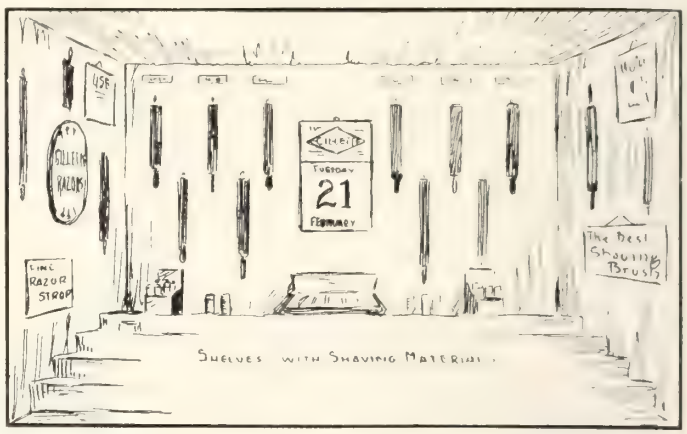
Use plenty of price cards. For example, quote "Meat Cutters, Each $1.25 to $7.00," on a card 10 x 12 inches; "Smoothing Irons, per set $1.00, $1.25 and $2.50," on another card, and so on.

A SHAVERS' WINDOW DISPLAY.

Written for the Journal by W. J. Illsey.

One of the best business getting windows ever used is a shaving goods display, and it is one which any hardware merchant who carries a fair stock can easily put in.

On a background of white cheesecloth and a bottom of green baize, place the goods as roughly shown in the accompanying sketch. Against the back and ends use a good assortment of razor strops, interspersed by show cards, as are supplied by every maker or jobbing



Suggestion for a Shavers' Supplies Window, using Gillette Calendar.

house for the various kinds and styles of razors, strops, soap, etc.

From close to the front of the window and running gradually up to a height of about 24 to 30 inches arrange easy shelves and cover them with green baize. On these arrange as follows: Bottom close to glass, nail nippers, pen knives, corkscrews, scissors, combs, etc. On one shelf show an assortment of hair clippers, hollow ground razors, shaving brushes and shaving mugs; on another arrange the various styles of safety razors carried in stock, interspersed by shaving soap in cake or stick. On the top show a goodly quantity of shaving soap in cakes and sticks, shaving mirrors, shaving mugs, block razor strops, razors in sets, razors in fancy cases, nail clippers on cards, etc. Use plenty of price cards quoting on most every line shown. For example:

SHAVERS
ENJOY
SHAVING
WITH
OUR RAZORS
The Prices
50c. to $5.00

9 x 14 Card.

SHAVING SOAP
SPECIAL
4 CAKES 25c.

7 x 9 Card.

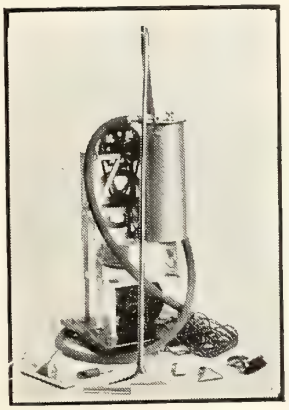
STROPS THAT
MAKE RAZORS
SHARP
25c. to $3.50

10 x 12 Card.

This display is always good for two weeks' business, and never fails to bring most pleasing results. Try it and your sales will increase.

Other people have troubles worse than yours. There may be some comfort in that.

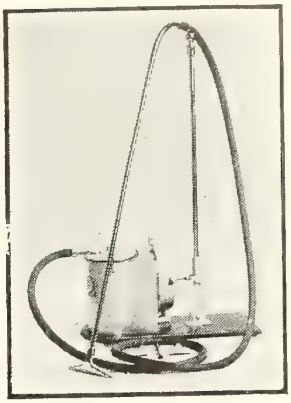
THE DANDIES OF THEM ALL



Electric Universal ready for business.



Electric showing Adjustable Cabinet.



Hand Power Universal ready for business.

UNIVERSAL VACUUM CLEANERS AT UNTOLD PRICES.
DON'T FAIL TO SECURE OUR AGENCY AT ONCE.
ONE REPRESENTATIVE IN EACH TOWN AND CITY IN CANADA. LET IT BE YOU!
WE WILL BE AT THE CONVENTION IN PETERBORO. LOOK OUT FOR US.
THE MONEY IS IN SPECIALTIES NOT STAPLES.

Universal Vacuum Cleaner Co., Limited
591 St. Paul Street, - - MONTREAL

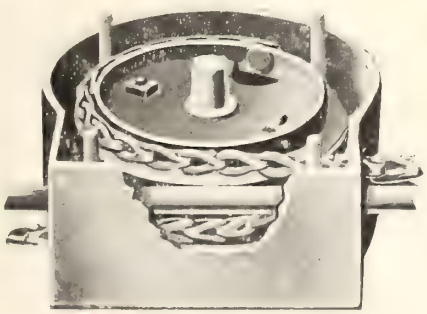
SILENT AND SAFE

THE NOISELESS

Simplest, Lightest and **Easiest Running Dolley type** Washing machine yet produced. It's had the "Third Degree" for several years and carries the healthy sign of **steadily increasing sales.** No useless "frills" about it, just common sense used in its construction.

A GLANCE

at the **patented** mechanism shows the **strength, simplicity** and mechanical perfection. Notice the **absence** of **cogs, springs,** and **finger catchers.** The tub has all the exclusive features peculiar to our products. The visible and invisible parts are equally well and carefully made, resulting in a **good machine** and a **good looker.**



Eastern Agents: W. L. Haldimand & Son, Montreal
Western Agent: H. F. Moulden, Winnipeg



CUMMER-DOWSWELL, Limited, MAKERS, HAMILTON, ONT.

Stoves and Housefurnishings

PROMPT SERVICE WINS TRADE.

Do the men who are in the retail hardware business realize the value of living up to their promises, making deliveries on time and executing all jobs promptly? Too many are transgressing in little matters, perhaps not wilfully, but they do not attach sufficient importance to them.

A friend of mine recently removed to Toronto from Ingersoll. He had his kitchen range set up and, as the weather was cold, wished to have connection made with the range boiler as speedily as possible. Here are his experiences:

Promises Like Piecrust.

Going to the nearest stove dealer he inquired, "Can you come up and connect my stove to-morrow?"

"Oh! certainly, sir!"

"What time will you be there?"

"Not later than 9 in the morning," was the answer.

The next day dawned and died, yet no stove man appeared. The householder was disgusted, and going down to the shop the next morning he inquired of the man's wife where Mr. S———— was, and why he had not attended to the job. The reply came innocently, "Oh, he is putting up stoves on Markham Street, and will likely be there all day."

"Why did he not attend to my stove first," persisted the aroused resident.

"I did not hear him say anything about having work to do for you."

"Well, you tell Mr. S———— he need not come around now if this is a sample of the way he looks after business. I'll get someone else who will; good day." And out stalked the caller, fully determined to secure another workman.

To the next stove dealer went the irate citizen, determined that he would not be fooled again. To guard against any vague promises, he was most explicit in his orders and pointed in his interrogations.

At the next store the boss told him he could connect up a stove right away.

"How soon?"

"Well, right away."

"Does that mean this forenoon," persisted the caller.

"Well," replied the stove man, "just as soon as my men come back from doing a little job on Euclid Avenue, I will see that they go straight up to your place, sir."

"That will do. I want no promises with an 'if' in. That stove of mine has to be connected to the heater within an hour," and the desperate man started off for the third shop, a little further down the street. Here he was given a rather evasive answer by the man, who was anxious for the job, but the caller passed out and entered a fourth shop, where he got satisfaction and service, having the pleasure of walking back to his dwelling with the stove man.

The job was finished in forty minutes, and the householder was gratified that he had taught two or three men in the trade a well merited lesson in fulfilling their promises. It would appear better to tell a customer frankly that you cannot attend to his wants than to lead him by making vague promises, or undertake something that you cannot discharge. It pays better in the long run.

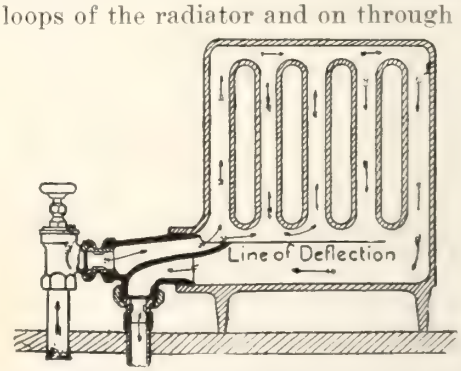
WARMING ORCHARDS WITH STOVES.

Sam Young, who owns a sixty-acre orchard south of Atchison, Kansas, is making 500 sheet iron stoves which will be placed in his orchard next spring. Mr. Young has twice saved his orchard from frost by the use of smudge fires, and believes the stoves will be more effective. They will cost him about 40 cents each to construct, not counting his own labor, and he figures it will take five men to keep them going. Other orchard men in this locality are being won over to the theory of protecting their orchards from frost. Ben Stuart, who sold $5,000 worth of apples this year, figures he has saved several crops with way, but Young is the first man to introduce stoves on a large scale.

Canadian stove merchants and tinsmiths may take a tip from this and get an order for similar stoves from fruit growers in their districts.

HOT-WATER CIRCULATING COUPLING.

The illustration reproduced shows an improved connection between the service pipes and radiators of hot-water systems. It is a compound coupling consisting of a single casting divided into two channels by a diaphragm. The hot water from the valve passes over the diaphragm and is directed by the nozzle up into the first loops of the radiator and on through the other



loops. The cold water returns under the diaphragm to the return pipe. The hot and cold water are thus practically separated. The hot water, being directed to the top of the radiator, the cold water meets with no resistance while returning through the radiator and coupling. Both the supply and return piping are above the floor, and, as the radiator is only connected with piping at the one end, it can be changed for one or more or less coils without change in piping.



Favorite Stoves and Ranges

WILL AGAIN BE IN EVIDENCE AT THE

Ontario Retail Hardware and Stove Dealers' Convention at Peterborough

FEB. 21 to 24, 1911



The Regal Favorite, it's the best yet, but would like your opinion of it.

You are respectfully invited to visit our exhibit and examine our new cast range.

The wood patterns of this range were designed and built in our own factory. It is strictly a Canadian product, and built to suit the requirements of the Canadian trade.

FINDLAY BROS. CO., Limited

CARLETON PLACE, ONT.



Meet us at Peterboro

We will be at the Convention and have an Exhibit and want to meet all our old friends and make many new ones.

ACORN QUALITY SHEET METAL BUILDING GOODS

Continue to make friends. They also continue to help our friends to make money, a very important consideration, not even to be overlooked during the good time which you will have at the Convention.

By all means come to the Convention and enjoy yourself and get pointers.

THE METAL SHINGLE & SIDING CO., Limited

PRESTON, ONT. - - - - MONTREAL, QUE.

CIRCULAR BROUGHT RESULTS.

David Millar, who last spring established a heating business at 107 Church Street, Toronto, handling the McClary line of furnaces and ranges, adopted a novel means of announcing his entry into business. He took a telephone directory, with 12,500 names and sent a typewritten circular, with facsimile signature, to each of these names, the result being that almost from the commencement his staff was kept on the jump, and where the competitive price for furnaces in Toronto ran from $50 to $80, Mr. Millar had little difficulty in getting from $100 to $150 for his furnace heating jobs, he selling and installing over 100 furnaces during his first eight months in business.

Mr. Millar's circular, after announcing his change, and mentioning his former connection with the Pease Heating Co., Gurney Foundry Co., and the Boynton Furnace Co., New York, said:

"My desire is to elevate the standard of warm-air furnace installation, and to educate the public to a knowledge of the necessity of pure air in their homes which in winter can be secured at a reasonable cost only through the medium of a proper and adequate warm air heating plant.

"I firmly believe that with a high grade warm-air furnace properly installed, there is no other system which is so economical, so healthful or so satisfactory as warm-air or combination heating.

"I employ none but first-class mechanics, and will undertake any changes or additional heating you should contemplate making, will also undertake to clean and repair furnaces of any manufacture."

PERSISTENCY IS REWARDED.

A Sudbury hardwareman who made a persistent campaign on a line of reasonably priced steel ranges last fall, featuring the range in one of his windows right through the fall, and changing the setting and accompanying goods from time to time, was successful in selling over sixty of the ranges, as well as over half as many base burners, heaters, etc. One of his plans was to put a range on his delivery wagon and before delivering it to a customer, call on one or two prospective buyers and interest them in the range, the fact that a sale had been made to another customer living not far away helping the probable buyer to decide on making the purchase.

It's a good plan to be persistent, to follow up a customer or probable buyer and endeavor to make a sale, rather than to let the customer forget that you are in business and allow him to go and buy elsewhere.

It's the constant dropping of suggestions that causes the "stoniest" customer to "open up."

GUN METAL FINISH STOVES.

The McClary Manufacturing Co., London, are introducing something new this year in the form of a range with a "gun metal" finish. "Gun metal" has had a wonderful popularity in other lines of manufacture, and there seems to be no reason why it should not be applicable to the manufacture of stoves and ranges, and it is non-rustable and handsome. A casting, with gun metal finish, has been given an extremely hard test out of doors at London by the McClary Co., and so satisfactory has been the result that Pandora ranges with the new finish are now being manufactured. The trimmings will continue to be nickel-plated, but the main body of the range, instead of being black-leaded, as in the past, will in future be of gun metal finish.

NEW BRUSH FOR TINSMITHS.

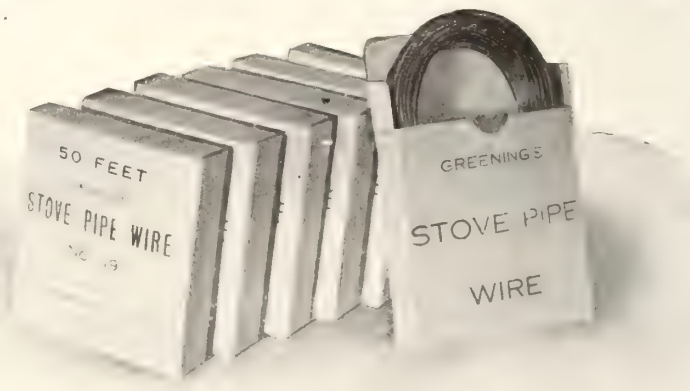
A novel brush for tinsmith's use is being introduced this year by Boeckh Brothers Company, Toronto, and will be shown by them at the Peterboro Convention. It is particularly designed for use in tinshops to get inside milk pails, tea kettles, coffee pots, etc., and other vessels with small openings, and from which it is desired to remove any grease, dirt or rust before soldering. The brush has a wire handle, and is made after the style of a stove pipe damper, and the tinsmiths who have seen it so far are enthusiastic about it.

NEW ENAMELWARE CATALOGUE.

The Thomas Davidson Manufacturing Co., Montreal, have issued a handsome new catalogue, No. 40, illustrating their complete lines of "Colonial," "Premier," "White" and "Decorated" enamelware, tinware, sheet iron and steel ware, galvanized ware, wire goods, and general housefurnishing goods. The work is very complete and comprises over 300 pages. In addition they have recently gotten out a handsome booklet featuring their "Premier Marathon" steel ranges. Both books will be sent to any reader on request. Mention the Journal.

STOVE PIPE WIRE IN BOXES.

A specialty which ought to prove a good seller in retail hardware stores this year is the new three inch coil of lacquered stove pipe wire, put up by the B.



New Method of Retailing Stove Pipe Wire.

Greening Wire Co., Hamilton, in paper boxes, to retail at five cents. As every retailer knows, the old eight inch coil of stove pipe wire was both dirty to handle and clumsy to stock. Consequently the putting up of a smaller coil in a neat box ready to hand a customer, will appeal alike to the retailer and his customer.

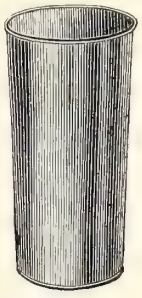
CANADIAN STOVES IN AFRICA.

The Canadian Trade Commissioner at Durban, South Africa, in a special report recently issued, states that there is an opening for cheap stoves from Canada in that market, an average of $70,000 to $80,000 worth being imported from the United States each year, while hardly any are imported from Canada. Of the total imports of over $200,000 annually, over half is from Great Britain.

SAP PAILS AND SPOUTS

Will soon be in demand

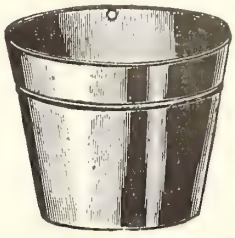
EXTRA DEEP AND STRAIGHT



6, 8 AND 10 QUART

Let us know your requirements for the coming season. Prompt shipment guaranteed. : : :

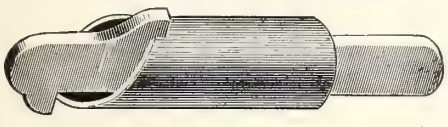
FLARING



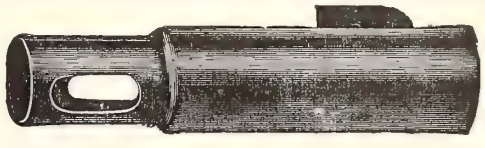
6 AND 10 QUART

ALL SAP BUCKETS PUNCHED UNLESS OTHERWISE ORDERED

E. T. Sap Spouts—Retinned



Maple Leaf Sap Spouts—Steel Japanned



PRICES ON APPLICATION

The Sheet Metal Products Co., of Canada, Limited

Successors to **Kemp Manufacturing Company**

MONTREAL **TORONTO** **WINNIPEG**

AN AGENCY FOR

Brantford Roofing

Is one of the few Good Money Makers of the Trade

Peterboro' Convention

We will be pleased to meet you at the Peterboro' Convention, **Section No. 31,**

FEB. 21st to 24th, 1911

Our Representatives will be there to meet old Customers and make the acquaintance of new ones—and to show you a line of goods for 1911 which cannot be excelled.

BRANTFORD ROOFING is made up to a Standard of Quality, not down to a price. We do not profess to sell the cheapest, but we do profess to sell the Best.

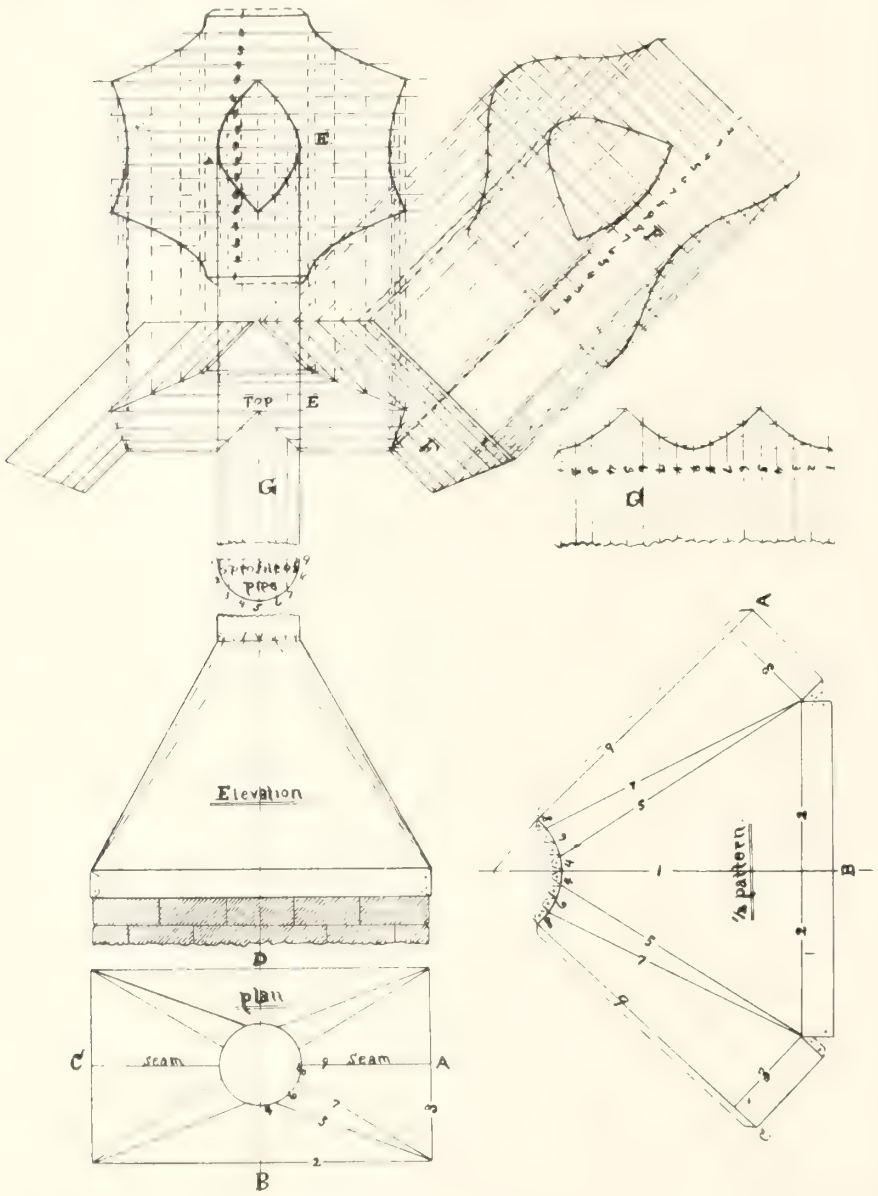
Brantford Roofing Co., Limited, - Brantford, Ont.

SHEET METAL PATTERN DRAFTING.

The first of a series of articles by G. L. Gray, founder of Gray's School, New York.

Smoke-stacks are one of the most frequently used articles in the sheet metal line. If a chimney does not have the required amount of draft, the sheet metal man is called upon to place a smoke-stack on the chimney of a sufficient size and height to insure the draft required.

There are a great many styles of smoke-stack tops to suit the many conditions that the tinner is required to meet. A plain pitch top may work well on one chimney and not work at all on another, on account of adjoining buildings or many other unfavorable conditions. In this case a revolving top or a top like the one here shown are frequently used with good results. This top is so constructed that it catches the air from any quarter and carries it through the pipes marked F, which helps form a suction to draw air up from the chimney.



This problem will give the mechanic a good idea of the principles of intersection as required in elbows and many other articles.

If a tinner has a full set of top patterns as here shown, he will be able to make many other articles from the same patterns. Pattern G is a perfect pattern for a T joint at right angles. Pattern E and F give the patterns for a T joint at an angle of 45 degrees. The large sweep of pattern F is a true pattern for a square two-piece elbow. The small sweep of pattern F gives a true pattern for a three-piece square elbow, also two pieces of pattern F make a two-piece 45 degree angle elbow.

To make the patterns for a top as here shown, first draw the elevation the size required, placing ½ profile of pipe at any convenient place on pipe G, space ½ profile of pipe into any convenient number of equal spaces as here shown from 1 to 9. Place T square parallel with pipe G; draw lines from all points in ½ profile intersecting miter line of pipe E. Place T square parallel with pipe E, draw lines intersecting miter lines of pipe F. To develop the patterns E, F and G, draw the stretchout lines parallel with each pipe and draw lines at right angles to stretchout lines from points on the miter lines to line of corresponding numbers in the stretchout. Draw line through the intersecting points will give the pattern required.

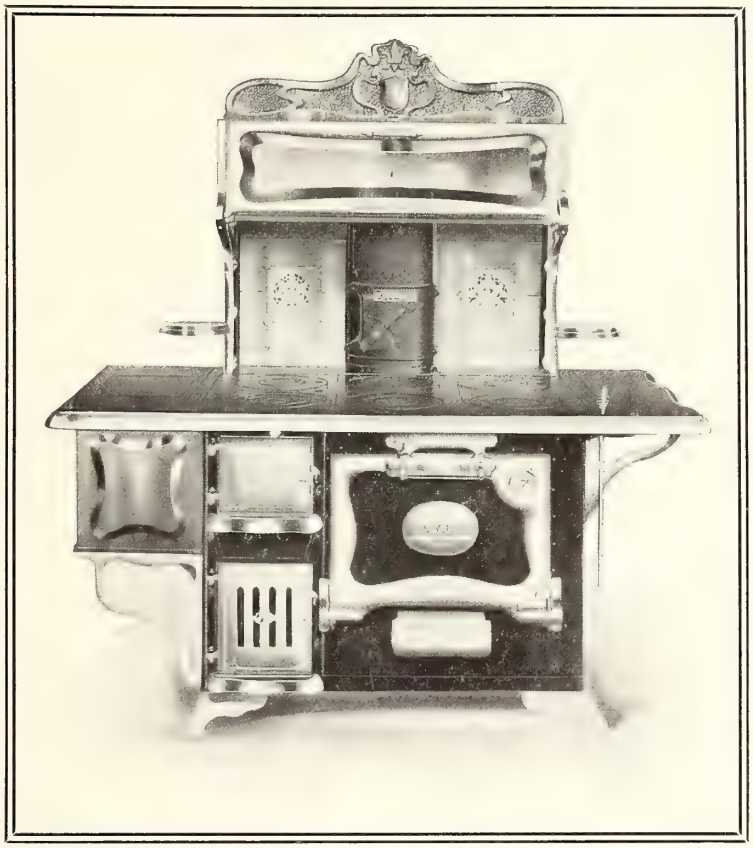
To make the pattern for smoke-stack base, first draw plan as shown by A B C D, drawing profile of pipe in the center of plan, and space same into eight equal spaces, starting with ½ space from center lines, as shown by 4, 6, 8, and draw lines from all spaces to the corners of plan.

It is not necessary to draw the elevation of base. I show it only to give a clearer idea of the whole construction. ¼ plan is all that is required to make any base when the pipe is taken from the center of the base. The height of base is usually made to suit the width of iron from which it is to be made. To make ½ pattern, first draw center line No. 1, then draw base line 2, 2 take the distance of line 2 of plan and mark same distance on base line of pattern; mark the height required on line No. 1 of pattern; take the distance of ½ space 4 in plan and mark same distance on each side of center line in pattern, then draw lines 5, 5 in pattern. Take the distance of space 6 in plan and place it on each side of 4,4 of pattern, make lines 7,7 the same length as lines 5, 5. With the compasses take ½ space 8 of plan and strike arc 8 in pattern. Take space 3 in plan and strike arc 3 in pattern, draw lines 9, 9 intersecting arcs 3 and 8, place square on lines 9, 9 and draw lines 3 and 8 at right angles to line 9 intersecting lines 2 and 6. Set compasses on center line of pattern and strike sweep intersecting points 4, 6 and 8, and allow one inch lap to be notched as shown for riveting to straight pipe. Place the bottom flange on base lines as shown, which completes ½ pattern of smoke-stack base. The whole base can be broken up on a brake. Lines 5 and 7 should be bent octagon. When the two sides are grooved together, place the small end of base on mandrell and round up small end with a mallet, which will give the base the same appearance as base shown in elevation.

Manufacturers

We'll make your advertising pay whether it be in the form of

CATALOGUE, BOOKLET, MAGAZINE OR NEWSPAPER ILLUSTRATIONS



We make the photographs anywhere in Canada.
Retouch them.
Make the half-tones.
Wood engravings.
Line drawings.
Line etchings.

Write us for samples and prices:

LEGG BROS. ENGRAVING CO.

5 JORDAN ST., TORONTO

Paint and Varnish Trades

SPRINGTIME SUGGESTIONS FOR GETTING PAINT BUSINESS.

(Written for the Journal by C. M. Lemperly).

It is too bad for most of us who are interested in the merchandising of paints and varnishes, that our busiest and most profitable season comes at a time when we are inclined by Nature to seek the woods and the streams and the lakes. But business is business, so we have to face the issues that confront us. The Springtime of the year! What vast possibilities it opens up to a retailer of paints and narnishes! What almost endless dreams are his when he realizes the enormous amount of finishing materials that are to be consumed! And yet, it is a fact that very few merchants are hustling now, when they should be hustling, to get a good start for their Spring campaigns.

Modern retailing in paints and varnishes demands not only the best of goods and a neat, tidy store. It demands equally as much as these, aggressive advertising. Your business must look to advertising for its increase—it can't look to much else because your competitor who does not advertise, is more than likely to be the chap who makes up (to his own way of thinking) for this, by having a good stock and a neat store. If he has good paint and good service, the only way you can get his business and control the demand, other things being equal, is to get the drop on him by advertising well, hard, and by keeping at it!

A paint retailer asked me what I would suggest to him as a good campaign for this Spring. I told him just about what I would suggest to you, without knowing any more details than I do, about your particular business or his. And it sums up in a few headings.

Co-operate with Manufacturers.

The most important thing is for you to give the manufacturer your co-operation, that he may give you his. You can't get along without his advertising in the magazines, his window trims, his color cards, his store hangers, his personal letters and his selling service. You may think you can, but I'll tell you frankly you can't. No retailer has at his disposal the power to create demand and to create a market that the reputable and aggressive manufacturer has. There is a tremendous loss in the value of high class magazine and newspaper advertising done by manufacturers, simply because the retailers won't link up and get after the inquiries. No amount of answers to ads will do much good if the retailer isn't on the job, together with the manufacturer's salesmen, to close the sales. Wasted time, wasted money, wasted demand—these are what confront the manufacturer who does not get co-operation from his retailers.

But equally as insistent must be the retailer that the manufacturer keep his promise and supply him with advertising matter and business literature. The retailer should take drastic steps with the manufacturer who makes promises that are never kept. They can be overlooked once in a while, but not as a chronic thing. Insist upon getting all you can, then you'll get the business.

Human interest is what must be used to get people into your store, no matter how you advertise. This Spring, instead of running your newspaper ads and letters on the uninteresting subject of paint, talk decoration, show color illustrations of the results that can be had, then you'll sell more goods. Show people the result and they'll buy the paint. But show them cans and you can't interest them in a year.

Advertise Paints Aggressively.

Get out of your old habits this Spring and try a whirl at a campaign, to be centered about the manufacturer's advertising. Take newspaper space, but put something worth while into the copy. Don't pay $5 or $10 or $25 for space and fill it with 10 cent talk! Make the copy as good as you can. Put time into it. Make it your own, individual self, speaking through print. Link up these ads with the manufacturer's arguments and get the benefits of his hammering them home to the public.

By all means, use personal letters. If your manufacturer won't address them to your prospects, don't quit, just get some out yourself and they'll soon pay for themselves. But here's a suggestion. Enclose samples of colors. Take a few chips showing the best selling shades of house paint, stains, and other finishes. Enclose these in each letter. Tell in your letter that if the recipient will bring back the chip he likes, you can give him the desired quantity of the goods at once. Tell how it works, how much it spreads, why it is more economical to use than other goods, etc. You will be surprised how many chips will be returned to you. There's nothing like a sample—it brings the business every time.

Keep a daily sales record. Then a year from now, you can have to-day's figures before you and try to beat them out. In that way, you'll know when you are smashing records. Keep ahead every day.

Concentrate your energies during the rush seasons. Put on extra steam this Spring. There are going to be things doing in the paint line. Homes have been neglected because people have felt that the high prices would tumble. But lots of them are still waiting and will be for a long time. Use the argument that, like insurance, the longer you put it off, the more it costs in the end.

Look to your stock. Don't run low on colors. There is nothing that hurts so much as a dealer running short of a few quarts or gallons of a shade and then having to order from the factory at a great delay.

ABOUT "NO. 1" WHITE LEAD.

"British Columbia" asks if it is legal to sell imported English white lead, genuine and No. 1, genuine being pure and "No. 1" being 25 per cent reduced.

White lead, imported from England, can be sold in British Columbia without question. "Genuine" must be pure, however, according to the Canadian Government standard of 92 per cent. white lead, 7½ per cent. oil and ½ per cent. coloring matter. If below this standard the seller is liable to prosecution. There is no standard for "No. 1," and Canadian white lead manufacturers, after receiving several protests

Reasons of Exhibit and Why We Want to Meet You at the Peterboro Convention

We will have an Exhibit of Interest, not only an exhibit that is interesting to see, but an **actual exhibit of the interest we take in dealers.**

For instance, we will show you the complete copy and illustrations that will be used in our **quarter million dollar advertising campaign** this year. This copy was produced by Mr. Herbert Kaufman, the highest priced ad writer in the world.

His work is a bit of art worth seeing.

Then we have our neat little illustrated letters, such as we send the housewife, showing her how to rejuvenate her home with the world renowned JAP-A-LAC, the Home Beautifier.

GLIDDEN'S GREEN LABEL VARNISHES is another line we help you sell. They are made for the master painter. "He likes them." We will show **how you can obtain his business** which **you are entitled to.**

But this is not all. We want you to see **GLIDDEN'S WATERPROOF FLAT FINISH** which gives interior walls that pretty velvet-like finish (in any color) and is washable.

Our method of increasing our business is to **increase the dealers' sales.**

Our **Toronto Factory** is the most modern in Canada.

THE NAME "GLIDDEN" STANDS FOR QUALITY, SALES AND PROFIT.

We have a lot of things we want to show and tell you, and want you to **call at our exhibit at the Convention.**

The Glidden Varnish Company

Canadian Factory, Toronto, Ontario



Name and Design Registered Pat'd 1910

We will make a Special Exhibit of

BOECKH'S "Steel Grip" Painters' Brushes

at the **Hardware Dealers' Convention at Peterboro.**

Our Salesmen will be pleased to explain to you the advantages in handling this line—goods that are guaranteed and invariably give satisfaction to your customer.

Bring a list of your requirements in Brushes. Our Representatives will have a complete line of samples in the **Oriental Hotel Sample Room,** where you will be able to make your selections from our wide range of quick-selling lines. Remember by placing orders early it ensures delivery of goods when required.

The Boeckh Bros. Company, Ltd.

Toronto, Ontario

from the Ontario Retail Hardware and Stove Dealers' Association, a few months ago, decided to discontinue marketing "No. 1" in Ontario and Quebec.

The Ontario Association, in taking up this matter, and carrying it to a successful conclusion, have done something of benefit to the trade in every province of Canada. To mark a second grade lead as "No. 1," was deceptive, and opened the door to dealers who desired to deceive their customers. The head manufacturers, too, deserve credit for changing their method of branding after its weakness had been pointed out by the Retail Hardware Association.

ROBERT MUNRO ELECTED PRESIDENT.

The Canada Paint Co., at their annual meeting last month, elected Robert Munro president to succeed S. F. McKinnon, who still remains a member of the Board of Directors. Col. Sir Henry M. Pellatt, secretary of the Company, and Mr. Munro, managing director, reported that 1910 had been the most profitable in the company's history, and the business booked for 1911 indicates an equally good year ahead.

TO BUILD NEW PAINT PLANT.

Important changes are under way in connection with the James Robertson Company's paint factory at Toronto. The purchase of the present plant by the C. P. R. for freight yards will necessitate the removal of the plant during the coming year, and the opportunity will be taken advantage of to enlarge the plant and extend the business along more aggressive lines than heretofore. The plumbing warerooms are to be removed to a new site on Spadina Avenue, but the location of the new paint plant has not yet been made public. Some important announcements can be looked for shortly. An exhibit of Robertson's paints will be made at the Hardware Convention at Peterboro.

WAYNE OIL STORAGE TANKS.

The National Equipment Co., 21 Lombard Street, Toronto, have secured the agency for Canada and Newfoundland for the Wayne Oil Tank and Pump Co., Fort Wayne, Ind., and the trade of hardwaremen will be gone after in installing self-measuring oil and gasolene storage outfits in stores, paint and varnish factories, garages, etc. The "Wayne" pumps, etc., have been endorsed by the National Board of Fire Underwriters, and are so simple in construction that anyone who can thread pipe can make the connections necessary in the installation of an outfit. The National Equipment Co. already has a large connection with the plumbing and hardware trades in Canada in the supply of water service systems and septic tanks for country residences.

SELLING HELPS FOR RETAILERS.

The Martin-Senour Co., Montreal, has gotten out some splendid selling helps for customers, one of which is a wrapping paper holder to rest on the paint counter. Every article is wrapped in paper bearing an advertisement for the paint the retailer has the agency for, while above the roll of paper is a set of color boards, which are a standing invitation to customers to look into the paint proposition.

Another important selling help is an elaborate book entitled, "Suggestions," which shows reproductions of artistically painted houses, both exterior and interior being treated in the most approved styles, and samples of the paints used being shown on each page. No better help could the retailer have than one of these books when talking with a customer who was in search of ideas regarding the latest ideas in interior and exterior decoration.

Selling helps of this kind are worth making inquiries about.

NEW BRUSHES AT CONVENTION.

A new line of brushes which will be displayed by the Boeckh Bros. Company, Toronto, at the Peterboro Convention, is the "Steel Grip" painters' brushes, in which a steel ferrule is compressed by a heavy machine force over the bristles in such a manner as to prevent the bristles from working out, while producing a thoroughly pliable and easy working brush. No brush has excited so much interest amongst painters in recent years, as the "Steel Grip," and retailers visiting the Convention should make it a point to see the line.

CANADIAN PAINT TRADE NEWS.

The Imperial Varnish and Color Co., Toronto, have increased their capitalization from $100,000 to $200,000.

An enamel works is under consideration at Port Arthur, Ont., Robert Greig being the promoter.

The Boeckh Bros. Company, brush manufacturers, Toronto, will build a large addition to the factory this year.

Meakins and Sons, brush manufacturers, Hamilton, have made extensive additions to their plant, adding about thirty thousand feet of floor space.

Benjamin Moore & Co., Toronto, recently put upon the market Dri-Dull, a flat varnish and Semi-flat, a flat washable oil paint.

John W. Connor, Kingston, will represent Pinchin, Johnson & Co., Toronto in Eastern Ontario, and A. M. Towe will represent the same company in Western Ontario in future.

Extensive alterations and additions will be made at the Toronto branch of the Glidden Varnish Co. during the coming year. This company took over the complete plant of the Blackwell Varnish Company a few months ago and have made extensive alterations, which will give the company four times its present capacity in varnish manufacturing. Additional ground has also been secured for the erection of a four-storey building, which will be commenced next spring. The Toronto branch is in charge of F. E. Lyman.

At attractive brush catalogue has been issued by the Rubberset Brush Co., Newark, N.J.

The International Varnish Co., Toronto and Winnipeg, have published a 16-page catalogue and price list containing descriptive matter regarding finishing, white carriage, rubbing and miscellaneous varnishes.

The new factory of the Consolidated Plate Glass Co., at 241 Spadina Ave., Toronto, will be a five-storey and basement structure, 50 x 140 feet. The building will be ready for occupancy early in the spring, when the company's present quarters on Wellington St. west will be vacated.

The Canada Linseed Oil Co., Toronto and Montreal, have their new plant at Toronto well under way, and manufacturing operations will be commenced about April next. The new plant occupies several acres on Sorauren Avenue. The plant comprises the mill building, a storage building, boiler room, tank room, also a concrete storage elevator which has a capacity of 40,000 bushels. The company will manufacture linseed oil, raw, boiled and refined, also the by-products—linseed cake, meal, etc.



AT THE **Peterboro Convention**

Every Retail Dealer in Paint attending the Convention at Peterboro can see a full line of Ready-to-use

M. L. Paint Long-Protecting
Floorglaze Long-Lasting
Elastilite Varnish Non-Marring



Which makes a complete line, carrying full profits, satisfying ***difficult*** *customers.*

Finest Paints and Colors, and a Full Selection always ready for shipment.

Write for particulars or see our Line at PETERBORO, Feb. 21-24

Imperial Varnish & Color Co., Limited

8 to 24 Morse Street, Toronto

Stocks at 106 Princess Street, Winnipeg, 524 Beatty Street, Vancouver



"A Thing of Beauty is a Joy Forever"

SEE THE EXHIBIT AT

PETERBOROUGH

OF THE

Canada Paint Co., Limited

"BEAUTY AND UTILITY" COMBINED

Canadian Trade News

HARDWARE BUSINESS CHANGES.

Charlottetown, P. E. I., Benj. Rogers, Ex M.P., president Rogers Hardware Co., died.

Ottawa, Mulhall Hardware Co., incorporated, $100,000 capitalization.

Hanover, Ont., Heppler & Helvig, sold to Young Bros.

Woodstock, Ont., Davison & McInnis open new store.

Melbourne, Ont., R. C. Thompson succeeds J. E. Hussey.

Kingston, Ont., S. J. Horsey died suddenly.

Russell, Man., C. Paulson, new store.

Gladstone, Man., Williams Bros., sold to Alex. Anderson.

Preston, Man., J. D. Fumerton, new store.

Creelman, Man., C. W. Crothers succeeds Moose Mountain Hardware Co.

Minnedosa, Man., Thomas Main succeeds Main & Burton.

Goodlands, Man., W. G. Cooper, sold to T. S. Curran.

Darlingford, Martin & Miller succeed Martin Bros.

Lemberg, Sask., Fletcher & Lutz, succeed Fletcher, Lutz & King. W. W. King establishes tinsmithing business.

Wolseley, Sask., G. F. Ellsey, new store.

Duval, Sask., M. A. Boyd, Lyleton, Man., to open new store.

Mortlach, Sask., C. H. Plaxton sold to W. A. Macdonald.

Ermine, Sask., C. S. Brown, new store.

Carnduff, Sask., J. E. Olson, sold to Sparling & Shore.

Calgary, Crescent Heights Hardware Co., opening store.

Calgary, Aylward-Williams Hardware Co., incorporated, purchase stock of W. E. Kelly.

Edmonton, A. W. Connell, new store.

Gadsby, Alta., Thornton & Hargraves succeed Mark H. Touch.

Ryley, Alta., P. P. Kjosness' and Burger & Bolton's stores burned.

Calgary, Western Foundry & Metal Co. have taken over wholesale department of Woodhall Metal Co. and will do a jobbing business.

Strathcona, Alta., E. Klapstein purchased tinsmith business from H. Henry, Cowley, Alta., Jackson Bros., Pincher Creek, open branch store.

Fleming, Alta., R. Chappell sold to Dynes & Travis.

Vancouver, McKenzie & Co. succeeded by J. G. Gunn.

Merritt, B. C., A. S. Howse, new store.

Cranbrook, R. L. Brown will manage J. D. McBride's business.

JOBBING MERGER AT MONTREAL.

Announcement was made on Saturday, Feb. 11, that a big merger of hardware jobbing houses had been completed at Montreal.

Information is incomplete at the time of going to press, but the Hardware and Stove Journal understands that four English and four French-Canadian wholesale houses are to be consolidated under one management.

It is said that the Lewis Bros. and Caverhill, Learmont & Co. businesses, will be combined and form one branch of the merger, that Frothingham & Workman and Starke-Seybold, Ltd., will be combined into one house as a second unit, and that L. H. Hebert & Co., Letang Hardware Co., and Prudholme &Fils, will have their businesses consolidated and form a strong third unit to look after the French speaking trade.

The name under which the businesses will be consolidated, the capitalization, and the persons selected as general and branch managers are not yet public.

The merger has been talked of for a long time and many meetings have been held to discuss details, but the announcement will come as a big surprise to many in the trade.

W. J. McArthur & Co., Vancouver, representatives of the Enterprise Foundry Co., Sackville, N. B., are moving to their new warehouse at 1142 Homer St., Vancouver.

TRADE NOTES.

The Alberta Linseed Oil Co. will erect a refining plant at Medicine Hat.

A. Ramsay & Sons, Montreal, are preparing to erect a new paint factory in that city.

Fred McKnight, of McKnight & Frost, Edmonton, was a visitor in Toronto in January.

Ross Bros., Edmonton, are erecting a four-storey warehouse for their wholesale business.

Owen Sound is to loan $20,000 to the Canadian Heating & Ventilating Co., to be used to enlarge their plant.

A. W. Humphries, Parkhill, Ont., has been confined to his bed through illness, but hopes to be around again before the convention at Peterboro.

Dr. J. H. Reid, succeeds J. H. Brown as President of the Guelph Stove Company, Mr. Kelly, formerly Superintendent, becoming Managing-Director.

H. E. Burgess, recently with Brown & Mitchell, Brandon, is now representing the McClary Mfg. Co. on the road, with headquarters at Dauphin, Man.

W. L. Helliwell and T. Lightfoot, managers of the Gurney Foundry Company's branches at Winnipeg and Vancouver, were visitors at the Toronto headquarters a fortnight ago.

Fred A. Menzies, until recently attached to the staff of W. E. Brown, Strathmore, has accepted the position of manager and buyer for Farquharson & Co., hardware merchants, High River, Alberta.

P. J. Smith, who for four years has been manager of the Belleville Rolling Mills, and who is moving to Winnipeg, was banquetted by Belleville business men on Jan. 30, on the eve of his departure for the West.

A bill granting the McClary Manufacturing Company, of London, power to issue additional preference stock and to grant power to buy other companies, has been passed by the private bills committee of Parliament at Ottawa.

The British America Paint Co., Vancouver and Victoria, report a very satisfactory year, particularly in the sales of "Baplac." Property has been acquired, and a factory will shortly be erected at Vancouver for the mainland business.

H. H. Otton & Son, Barrie, Ont., report a falling off in stove business last year, they selling 110 ranges, in comparison to 195 in 1909, their biggest year being 245. Mail order competition is increasing at Barrie. Paint trade was very good last year.

Geo. Miller, formerly with the Brantford Screw Co., and Walter F. Hodgson, formerly with the Dominion Wire Co., have been appointed salesmen for the Steel Company of Canada in Western Ontario, selling all the various products of the Company.

Forbes & Van Horne, Vancouver, are disposing of their stock of hardware and stoves, and in future will handle cutlery and tools of the highest quality only. Mr. Forbes has made extensive alterations to allow the best display possible for this exclusive line.

Wood, Vallance & Leggat, Vancouver, have rearranged their offices and sample rooms, and have made extensive alterations in the Hastings street warehouse. They have also occupied their new heavy goods warehouse and are carrying double the stock of last year, thus indicating their faith in the coming years' business on the coast.

Mr. Durand, Vancouver representative of the Imperial Varnish & Color Co., Toronto, says that while January is generally looked upon as a very quiet month, that this year the new business developing shows a marked advance over previous years. All indications point to a considerable increase in trade during the present year.

A PROFITABLE GAS SPECIALTY.

Westwood Bros., 633 Queen street west, Toronto, who have the Canadian agency for the Perfect Gas Controller, will demonstrate their device at Peterboro in F. R. J. McPherson & Co.'s store, it being impossible to secure gas connections in the Armouries building. The controller is reasonable in price and carries a good profit for the retailer. The demonstration will be in charge of E. B. Westwood, who will be remembered as one of the participants in the "Mock Sale" at the London convention.

A Necessary Development in Canadian Industries

THE MARTIN-SENOUR CO., Limited

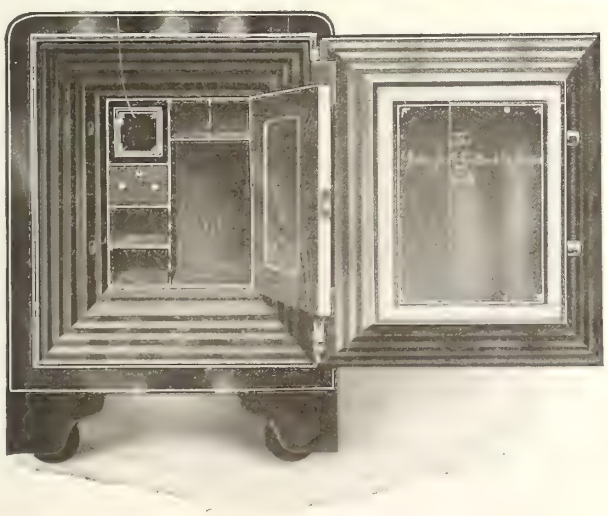
ANNOUNCE

Their Intention of Soon Opening a

TORONTO BRANCH

An accomplishment of long consideration—benefiting Ontario customers by DAYS and MILES in prompt shipments.

A complete line of High-grade Prepared Paints and Paint Specialties —standards that the public demands—will be carried in stock.



HARDWARE STORES

owing to the nature of stock carried make unusually

HOT FIRES

Supposing your store caught fire:—Are your Books, Papers, etc., in a safe, and if they are is it a good one? **Goldie & McCulloch safes** have stood the test of Canada's biggest fires and **have never failed in protecting their contents.**

WE EXHIBIT AT PETERBORO CONVENTION NEXT WEEK

CALL AT OUR EXHIBIT AND WE WILL SHOW YOU WHY OUR SAFES ARE THE BEST

THE GOLDIE & MCCULLOCH CO., LIMITED

GALT, - ONTARIO, - CANADA

BIG LOAD OF EXPLOSIVES.

Glen A. Henry, manager of John Bailes & Sons' store at Cobalt, sends the accompanying picture of a team of horses drawing a ton and a half of "Cheddite," a new explosive being manufactured at Haileybury. The factory will be enlarged in the spring. John Bailes & Sons have the agency at Cobalt, and they say "Cheddite" is being used in many of the largest



mines at Cobalt. "The past year was a very successful one for us," writes Mr. Henry. "Paint trade was good, while the stove business fell off considerably from the previous season."

TO BUILD NEW FACTORY.

The annual meeting of the Gillette Safety Razor Co. of Canada was held in Montreal this month, King Gillette and Mr. Joyce, of the head office at Boston being present. The remarkable growth of the Gillette Company's business in Canada since the Canadian factory was established in Montreal about four years ago, under the management of A. A. Bittues, having made necessary an enlargement of the plant, a large site adjacent to their present factory on St. Alexander street, was purchased and in May next the construction of a $100,000 building will be commenced.

AN ELABORATE CALENDAR.

In keeping with their usual enterprise the Gillette Safety Razor Co. of Canada, Montreal, supplied their customers this year with a large daily tab calendar, 15 x 23 inches in size. Being too costly for promiscuous distribution it was offered to customers who placed orders for one dozen or more Gillette razors, this offer holding good until the end of February. With the calendar, too, was the suggestion that it could be used to advantage in window displays, being hung in the background of each trim and the daily sheet being removed each morning. Just as the street clock in front of a watchmakers' shop becomes a part of the daily life of passers by, so would a daily calendar be used if kept in a conspicuous place in a hardware store window. The Gillette Company will also supply daily sheets for 1912 next December, when the calendar will be particularly useful in showing the number of shopping days before Christmas. Write the Gillette Company for information.

TRADE PUBLICATIONS.

Attractive new price catalogues have been issued by Brandram-Henderson, Limited, Montreal. They are worth sending for.

The Stratford Manufacturing Co., Stratford, Ont., have gotten out three booklets describing verandah and park seats, lawn and porch swings, and ladders. These are special lines which the retailer can push to good advantage in the early summer months. Send for the booklets.

The Onward Manufacturing Co., Berlin, are supplying their customers with an attractive display card featuring their sliding furniture shoes. The card should help to sell many pairs of these "shoes" to replace worn out bed and furniture castors.

The Universal Vacuum Cleaner Co., Montreal, have gotten out a catalogue illustrating the various types of electric and hand vacuum cleaners which they are manufacturing. They have made many improvements to their line for this season, and have arranged to make an exhibit of their goods at the Peterboro Convention this month. So great is the demand for their cleaners that new factory premises have had to be secured, and the company are now located at 591 St. Paul street, Montreal.

DEATH OF JOHN H. TILDEN.

All connected with the stove and hardware trades in Canada will learn with genuine sorrow of the early death of Mr. John H. Tilden, whose name, for the past quarter of a century, has been prominently connected with the stove and heating trades. His death occurred at Hamilton on Wednesday, Feb. 1, after a few days' illness with pneumonia.

Only a few weeks ago, in October, 1910, Mr. Tilden, who had disposed of his interests in the Gurney-Tilden Co., and was arranging to enter the banking business in Chicago, resigned as president of the Stove Manufacturers' Association, and was presented with a diamond pin and illuminated address by his fellow manufacturers and former associates.

Mr. Tilden was born at Utica, N.Y., in 1843, and when 22 years of age became bookkeeper in a hardware establishment in Chicago. Three years later, in 1868, he entered the service of E. & C. Gurney, Hamilton, and by faithful service rose to the presidency of the company under its later name, the Gurney-Tilden Co., which since last September has been known as the Hamilton Stove & Heater Company, Limited.

In addition to his presidency of the Stove Manufacturers' Association, on several occasions Mr. Tilden took a prominent part in the social and public life of Hamilton, besides being connected with the management of several other manufacturing



The Late John H. Tilden.

concerns, including the Ontario Cotton Mills Co.; Canada Screw Co.; Hamilton Whip Co.; Gurney Scale Co., and Chapman Double Ball Bearing Co.

Mr. Tilden was a favorite with all who knew him, and his death will be sincerely regretted by all who were fortunate enough to be included in his circle of acquaintances.

See Our Exhibit at the Convention at Peterboro, Feb. 21 to 24



CANADIAN ADDRESS, - NIAGARA FALLS, ONT.

Market Situation

METAL MARKETS.

Brighter conditions prevail than at the opening of the year, and the outlook now is for a very satisfactory trade all through 1911. Manufacturers and retailers are showing confidence in the market by booking orders quite liberally and, in some lines the problem of delivery is the one that is troubling jobbers the most.

The large public and railway works now under way, not only in Canada but in all parts of the world, indicate that despite temporary lulls, the era of expansion and development will keep trade brisk, particularly in Canada.

Pig iron is subject to an average demand for this season, although foundrymen are figuring on greatly increased output this season, stocks of stoves, etc., in warehouses being much lighter than usual. Prices are unchanged.

Tin has been a football for the speculators since New Years, and 50 cent tin was talked of for a few days. The market manipulators lost their grip, however, and at the beginning of this month, prices fell from 47 1-2 to 42 1-2 cents.

Copper has been more steady, the price remaining at a figure which encourages the use of copper and brass and a steady demand exists.

Lead and spelter have been featureless during the month and, like copper, there is no indication of any price changes.

In sheets and plates bookings are larger than ever before, and it looks as though importers will have difficulty in securing the fulfillment of their specifications.

HARDWARE MARKETS.

Sorting business since the first of the year has been rather light, this being due partially to the fact that the winter season opened early, and much of the trade that would ordinarily have been done in January was transacted before the Xmas rush. Bookings have, however, been very heavy on all lines of spring goods, and in all quarters the opinion is expressed that trade during 1911 will be of a larger volume than experienced last year.

In builders' hardware there is greater activity on the part of Canadian manufacturers who are improving their lines and bringing many new styles and patterns to the market. The Peterboro Lock Mfg. Co. are showing many new lines in a new catalogue, and the Belleville Lock Co., Belleville, are showing samples of a new front door lock which they will have on the market this year. Other manufacturers are also introducing new goods, and the tendency is towards a much higher class of hardware than in previous years.

Somewhat of a flurry has been caused by a reduction in price on screen door hinges, a large manufacturing firm having met the competition of an importing house by cutting prices to jobbers, to enable them to meet the reduced price of the imported goods. Jobbers and manufacturers' profits will probably be reduced on this line this season, but retailers, by buying lower, and maintaining their retail price ought to profit by the reduction in price.

Sporting goods have been in very heavy demand, and indications are that a much larger number of hardware retailers will carry sporting goods, than in previous seasons.

Bookings in heavy hardware have been very large, and as an evidence of the activity in this line, it is stated that some of the plants of the Steel Company of Canada have been working overtime since the first of the year, this being a very unusual condition. Galvanized wire has advanced five cents during the month, but other prices have remained stationary.

This is of course, an off season in the stove market, but many orders have been booked for gas ranges, coal oil stoves, and other summer cooking apparatus, for delivery in the spring months. In fact retailers are beginning to realize that unless they book their orders early they may have difficulty in securing delivery of their goods in the early part of the season.

Enamelware and kitchen goods have also been ordered in large quantities, and the prespects are for an exceptionally brisk season in this branch of the trade. A reduction in the quantity discount has caused considerable talk amongst the retailers.

PAINT MARKETS.

The paint and oil markets are undoubtedly the most interesting of any at this season, turpentine and linseed oil being still in the ascendant, and there being few who care to make predictions as to now far the prices will advance. Manufacturers have been caught as badly as retailers, although they may possibly have been a little more far-seeing in placing orders during the past couple of months, realizing that they must have stocks of oil and turpentine regardless of what price they have to pay. Retailers, on the other hand, have hesitated to order at present prices, thinking that they would be able to do better in the spring.

The Imperial Varnish and Color Co., Toronto, have issued new price lists, on varnishes, owing to the recent advance in raw materials, and it is certain that other manufacturers will do likewise. In fact, one of the largest paint manufacturers states that his firm will shortly issue new lists. The situation is stated pretty clearly in the Imperial Varnish Co.'s circular letter. They say:

"There are three alternatives open to us. One is to continue selling at the old prices, and lose money fast; another is to cut quality to meet prices, both of which would be insane to do, and as we cannot afford to do either, we are adopting the only wise course, that is, to maintain quality, and advance price."

With another advance likely, retailers, it would seem, would be acting wisely in placing orders at once, and in advancing their retail selling prices in proportion to the present cost of paints, varnishes and raw materials

Linseed oil is now quoted at the highest price in history, the quotations on February 10, in Toronto, being $1.18 for raw, and $1.21 for boiled oil. With a shortage in the United States, and the Argentine crops, there is no likelihood of relief until the crop from India is harvested next June. Consequently even higher quotations can be looked for.

Turpentine is also quoted at record figures, on February 10, quotations in Toronto being $1.15. It is stated that there are now only about 5,000 barrels in stock at Savannah, only about one-fifth of the stock in hand a year ago. This condition makes for a strong market on turpentine also.

The bookings for white lead and prepared paints have been very large. Travelers report that many dealers are holding off buying in the expectation of the market dropping before spring. A big chance is taken in thus speculating on a rising market.

DRAWING FOR $250 GUN.

A $250 gun will be offered as a prize in a drawing competition at the hardware exhibition at Peterboro, by the Tobin Arms Manufacturing Company.

STOVE MOUNTER WANTED.

We want a first class stove mounter and offer $3.50 per day of nine hours, or if piecework is preferred, a man who knows his business ought to easily earn $115 per month. Steady job. Albion Stove Works, Ltd., Victoria, B.C.

SPLENDID BUSINESS OPPORTUNITY.

One of the largest hardware companies in one of the coast cities offers its business for sale at price to be determined by invoices. Store located on a prominent corner on busiest street in city. Doing a splendid business. President of the company went West several years ago, and has cleaned up enough to retire upon. Intends making a year's tour abroad when he sells out. This is a splendid chance for some one to get a good business in the finest city in Canada to live and do business in. Stock of shelf hardware, builders' tools, cutlery, stoves and house furnishings invoicing at about $35,000. Terms, one-third cash, balance arranged. E. O. W., Box 18, Canadian Hardware and Stove Journal, 42-44 Agnes Street, Toronto.

PREVAILING MARKET PRICES.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Antimony, per lb. $0 08

Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23

Copper ingots, casting.... 13½
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 0 20
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21

Black Sheets, 28 gauge base, Toronto 2 80

Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30

Galvanized Sheets, English brands.
16-20 gauge ... 3 35 3 60
22-24 gauge ... 3 40 3 65
26 gauge 3 80 4 05
28 gauge 4 00 4 25
Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 65; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots—
Canadian foundry, No. 1 19 50
Middlesboro, No. 3..... 20 00
Radnor (charcoal) 32 50

Lead, Canadian pig..... 3 75
Imported pig, 100 lb. .. 3 85
Bar pig 4 25
Sheets, base, 2½ lb.sq. ft. 5 00
Pipe and waste .....30 p.c.
Traps and bends .....50 p.c.

Solder, half and half, per lb. 0 21

Spelter, foreign, per 100 lb. 6 00

Sheet Zinc, 500 lb. casks.. 7 50

Tin, ingots, 100 lb. 42 50

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	6 00
I X, 14x20 base	7 25
I X X, 14x20 base	8 50

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 25
I X, 14x20 base	5 00
I X X, 14x20 base	5 75

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 00

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots..... 7 25 7 35
72x30 up to 26 gauge, case lots 7 85

Scrap Metal, Dealers' Buying Prices—
Heavy copper and wire lb. 0 11
Light copper bottoms ... 0 09
Heavy red brass 0 10
Heavy yellow brass 0 08
Light brass 0 06
Tea lead 0 02
Heavy lead 0 02
Scrap zinc 0 04
No. 1 wrought iron 10 00
Machinery cast scrap, No. 1 .....14 50
Stove plate 13 00
Malleable 9 00
Miscellaneous steel 6 00

PAINTS AND GLASS.

Brushes, 75 per cent.

Barn Paint, barrel lots—
Gallon tins 0 80 0 85

Chemicals, in casks, per lb.—
Sulphate of copper (blue stone) 0 07
Litharge ground 0 15
Litharge, Flaked..... 0 06½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Paris Green—

	Toronto
Drums, 50 and 100 lbs.	0 19¼
Packets, 1-lb., 100 in case	0 21¼
Packets, ½-lb., 100 in case	0 23¼
Tins, 1-lb., 100 in case	0 22¼

Petroleum—
Can. Prime white, gal. 0 12½
U.S. Water white 0 14
U.S. Pratt's astral 0 16
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty—
Bulk in casks 2 20
Bulk 100 lb. drums.... 2 55
Bladders in barrels 2 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25

Shingle Stains—
In 5-gallon buckets..... 0 75

Turpentine and Linseed Oil—
Pure Turpentine, single barrels 1 14 1 15
Wood Turpentine 0 90
Linseed Oil, single barrel, raw 1 16 1 18
Linseed Oil, single barrel, boiled 1 19 1 21

Rosin, "G" grade, bbl. lots, 100 lbs. 3 25

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead, ground in oil—
B. B. genuine 7 40
Other brands 6 15 6 65

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 08½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.

Miscellaneous—
Beeswax, per lb. 0 40
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 2 30
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger.

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 35
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.35.

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—30 p.c.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85

Ammunition--"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.

Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—
[illegible] paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 60

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 37½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 00
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine —
Sisal rope 0 09
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 09¼
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¾ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

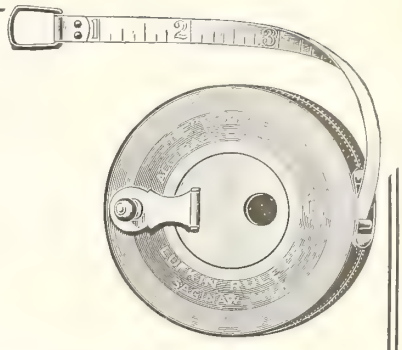
Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

LUFKIN Measuring Tapes

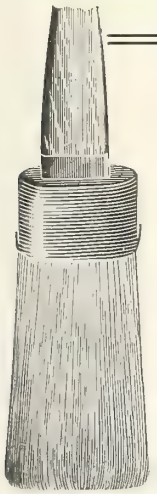


THE BEST SELLING LINE IN THE WORLD

The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE



"BRYAN'S BRUSHES"

It will pay you as a Hardware Dealer to stock this line. We manufacture a full assortment for all purposes and especially for

PAINTERS, DECORATORS AND FINISHERS

Order from your wholesale house or direct.

WESTERN REPRESENTATIVES
WINNIPEG PAINT & GLASS CO., Limited, Winnipeg and Edmonton
CALGARY PAINT & GLASS CO., Calgary, Alta.

SEND FOR 1911 CATALOGUE

THOMAS BRYAN, Limited,
LONDON, - - - CANADA

"MAXWELL"
Hardware Specialties

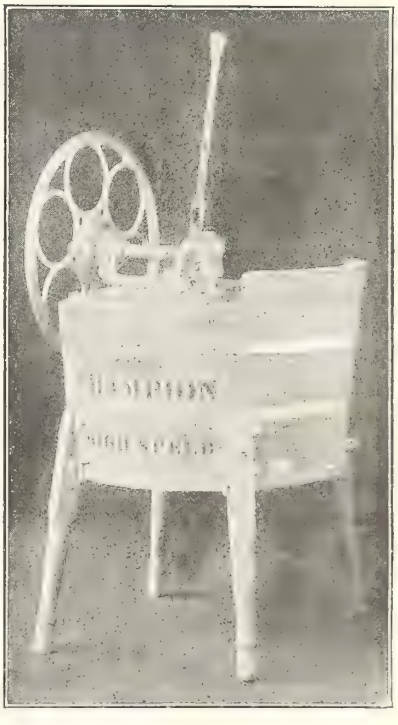
Will Increase Your Spring Trade

A really good line of machines for use around the house strongly attracts women to your store. That means a bigger trade in staples as well as the business in the specialties themselves.

Maxwell's Washers, Churns, Wringers, Lawn Mowers and Barrows are known throughout Canada as durable, easy-working and thoroughly satisfactory—in fact as the best line on the market. The new

CHAMPION HIGH SPEED WASHER

well deserves its name. It has all the good features of the famous "Puritan" with a new momentum driving mechanism. The heavy balance wheel revolving four times for every stroke of the lever makes the "Champion" run very smoothly and easily.



The Maxwell line pays good profits, wins good customers. Write for Catalogue.

David Maxwell & Sons, St. Marys, Ont.



"What would you do if your business showed as large a turn-over as in former years, yet on taking stock you found you were not as well off as in previous years."

This is typical of a number of questions discussed at your Convention, and the answer, gathered from the experience of the most successful merchants is:

Get a NATIONAL CASH REGISTER

The National Cash Register solves the most vexing problems that every hardware dealer has to face—stops the most frequent "leaks"—prevents the mistakes and petty losses by which your profits dribble away.

So systematizes your business that you don't have to wait till stock-taking time to know how you stand. You can tell at a glance a lot of things every progressive merchant ought to know. Records cash sales, credit sales, payments on account, amounts paid out and insures correct change-making transactions. Saves disputes, locates errors, and gives you a check on your business that you could not get in any other way.

Write for booklet and new price list to

National Cash Register Co.

F. E. Mutton, Manager for Canada

285 Yonge Street - Toronto



Successful Merchants Put a Receipt in Every Parcel. This is the quickest known method of recording sales and issuing receipts.


CANADIAN
HARDWARE & STOVE
JOURNAL
March, 1911
TORONTO
Vol. 3. No. 3
ISSUED MONTHLY
SUBSCRIPTION $1.00 PER YEAR
CANADIAN TRADE PRESS
TORONTO CANADA

Samson Garden Tools



The number of orders already this season is evidence of satisfaction with the goods that were sold last year. From the standpoint of quality and value the market has nothing better to offer, and the sooner you stock up, the better. There will be no difficulty in selling our entire output quickly — hence this reminder.

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

We Ship Promptly. Our Prices are Right.

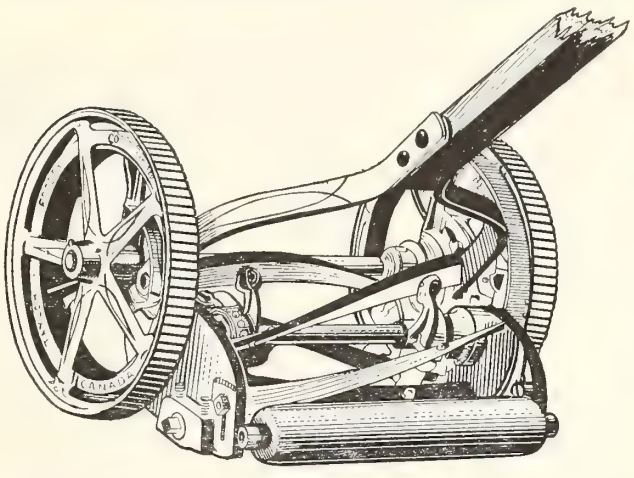
GRAHAM NAILS ARE THE BEST.

The Lawn Mower Season Is On

Have you placed your order yet?

¶ We are the largest Canadian manufacturers of lawn mowers, and our goods are made from the finest quality of material it is possible to obtain.

¶ If your jobber cannot supply you with "T.-F." goods write us for prices.



¶ The "Empire" Lawn Mower carries our guarantee, and is one of the best sellers on the market. You can get a cheaper machine, but none that will carry a better profit for you, and give your customer better satisfaction.

Taylor-Forbes Company, Limited

Taylor Forbes Co., 246 Craig St. Montreal
H. G. Rogers, 53½ Dock St. St. John, N.B.
Canadian United Mfrs. Agency London, Eng.

Head Office and Works:
GUELPH - ONTARIO

J. B. H. Rickaby Victoria, B.C.
W. A. MacLennan Vancouver, B.C.
H. F. Moulden, Travelers' Bldg. Winnipeg, Man.

TRADE

KENNEDY

MARK

Kennedy Pocket Cutlery is full finished and only manufactured in the best grade. It is made in Sheffield of the very best English Crucible Cast Steel, hardened and tempered by experienced workmen, and sent out ready for use. Every knife fully guaranteed.

We have a system that recognizes the importance of quick deliveries.

Canadian Agents for 47-11 Razors

The

KENNEDY HARDWARE COMPANY

Limited

51-53-55 Colborne Street, TORONTO

SEND US YOUR MAIL ORDERS

Have a good stock of these Traps for Spring business



CANADIAN FACTORY - NIAGARA FALLS, ONT.

THE UTMOST VALUE IN SAFETY RAZORS

NEW EVER READY

12 BLADED DOLLAR OUTFIT



New "EVER-READY"

12-BLADED DOLLAR OUTFIT

is a new marvel. Better quality, better box, better blades, better stropping device, better handle, better demand, better advertising, better printing helps, better selling—suppose we add, **better stock them.**

There is no guarantee that you could possibly demand for the shaving qualities of a razor at $5.00 that we won't O.K. for the **EVER-READY** 12-bladed $1.00 outfit.

There is not a single occasion where we fail to protect the dealer with the fullest guarantee of satisfaction for every individual customer.

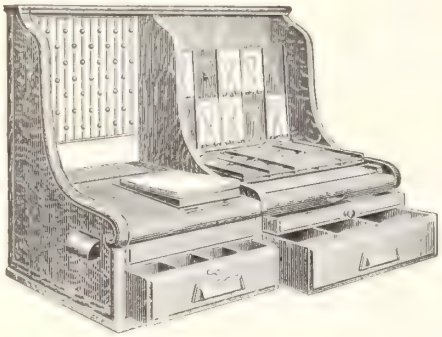
Any time a customer shows dissatisfaction **we** will buy back the **EVER-READY** outfit at the full retail price, and you, Mr. Dealer, need never lose the profit from an unsatisfactory sale, if it ever occurs.

Can you better that for straight-forward, honest evidence of good faith on the part of a manufacturer

Isn't such faith worthy of your fullest co-operation? Isn't such evidence of our guarantee your protection, the safeguard for your fullest recommendation to your trade? Tell your customers that the **EVER-READY** is best—recommend it openly—fully—we'll "back up" your approval of it.

INNERNATIONAL DISTRIBUTING COMPANY

CORISTINE BUILDING, MONTREAL



Ask the man who is using

THE McCASKEY SYSTEM

He will tell you how it pays for itself many times over by reducing outstanding credits and collecting bad debts.

During the Peterboro' Convention we were pleased to meet at our Booth several satisfied users, who will gladly recommend the McCASKEY to their brother hardware dealers. Among these we would mention the following : Wm. Manning, Coldwater, using 420 account system ; Smith & Schaefer, Bolton, 380; H. D. Moss, Renfrew, 300; Jas. D. Smith, Baysville, 100. Some other customers are : W. E. Butler, Perth, 980 ; Devine & Legree, Renfrew, 640; C. J. McGarry, Renfrew, 520 ; A. E. Butler, Perth, 300.

Get the opinion of any of the above, then write us for particulars of THE McCASKEY SYSTEM; have our traveller call to explain our easy method of handling your credit accounts. Instal THE McCASKEY **NOW** and save money.

FIRST AND STILL THE BEST.

THE DOMINION REGISTER COMPANY, Limited

TORONTO, CANADA

Manufacturers of the famous "Surety" Non-Smut Duplicating and Triplicating and Single Carbon Counter Check Books.

Hardware Merchants

and others whose correspondence is limited should write for our Catalogue of

Rebuilt Typewriters

which contains illustrations and prices of all popular makes of machines taken as part payment on the famous

MONARCH

They have been carefully remanufactured, and are put on the market at a fraction of the original cost. They are just the thing for a merchant who needs a typewriter, but feels he cannot afford the price of the Monarch—

The King

Of All Writing Machines

The Monarch Typewriter Company, Limited

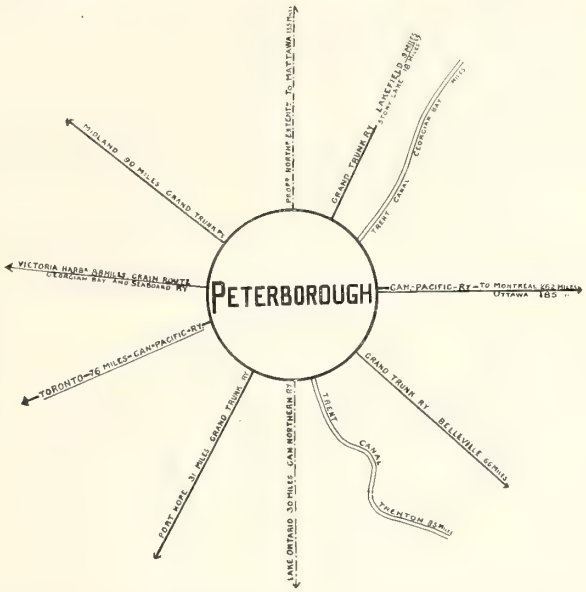
46 Adelaide Street West, Toronto, Ont.

Branches: MONTREAL, LONDON, HAMILTON AND OTTAWA

THE CITY OF
PETERBOROUGH

A Hub of Manufacturing and Distribution

For manufacturing and distributing, Peterborough has the essentials



and accessories—hence it has grown and is growing.

The essentials for a great manufacturing centre are:

Cheap Electric Power, and Plenty of It.

The Best Shipping Facilities.

Excellent Sites.

The Best Labor Conditions.

The Otonabee River furnishes abundant cheap power—developed and undeveloped. The railways and canal (see the "Hub" and spokes) provide unexcelled shipping facilities to all parts of the world. Fine manufacturing sites, with level land and shipping connections, are available. Mechanics like to live here—no trouble to procure labor; it is a city of mechanic-owned houses—no trouble with labor.

Some of the accessories are:—Good sewers and waterworks, electric street railway, fine parks, excellent schools, low taxes, pleasant resorts, splendid fire protection—all the conditions for health, comfort and pleasure.

These make Peterborough a manufacturing centre—and among the products of the factories are electrical machinery and appliances; mill, mining and hydraulic machinery; locks and builders' hardware; augers and bits; shovels and other tools; lumber; harness and saddlery; rope and cordage; woolen goods; flour and cereals; agricultural implements; pork products; carpets; launches, skiffs and canoes; tents, sails, flags; windmills and pumps; woven silk labels; brick and concrete products; gas engines; silent salesmen; furniture; gum, cards, etc., etc.

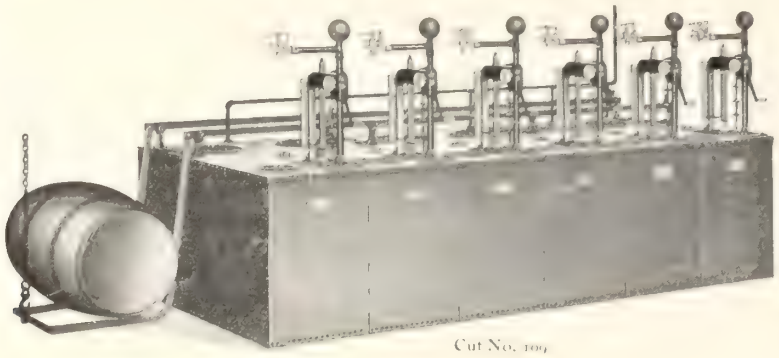
It is also a Distributing Centre—and has wholesale houses dealing in and distributing groceries, hardware, boots and shoes, dry goods, etc.

Unexcelled openings for Manufacturing and Distributing. All the conditions present. Enquiries cheerfully answered.

For additional information about manufacturing opportunities in Peterboro, write to the

Industrial Commissioner

City Hall - - - PETERBOROUGH, ONT.



Cut No. 109

Get all the Profit from your Paint Oils

¶ We can put a complete system in your store that will exactly fill your requirements at a price you will be willing to pay.

¶ Don't get the idea that

Bowser Storage Systems

are high priced—they are not. We make all styles and all sizes, at all prices.

¶ With a Bowser the oil is kept in a steel tank, air-tight and fire-proof. The pump is self-measuring, eliminating the use of funnels or measures. This system prevents the accumulation of foots and fats. The interior of the tank and pump is always free from gummy substances. It will handle linseed oil as conveniently as kerosene.

¶ No possibility of loss. The barrels are emptied into the steel tanks when received, thus preventing loss from evaporation, seepage and absorption.

¶ This system facilitates the handling and emptying of barrels. One paint oil concern emptied fourteen barrels in thirty-two minutes. It is made in two styles, one for installation on the store floor, the other in the cellar.

¶ With a Bowser you sell all the oil you buy. It keeps your store clean, saves your time, your customers' time, and all your profits.

¶ You know how annoying it is to handle paint oils the old way. Just ask for Book No. 112., and learn how easy it is the Bowser way. It's Free.

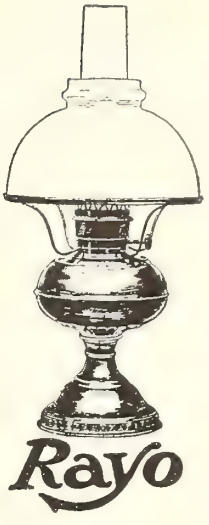
S. F. BOWSER & CO., Ltd., TORONTO, ONT.

66-68 Fraser Avenue.



PERFECTION SMOKELESS OIL HEATER

Absolutely smokeless and odorless



Read what Secretary Wrigley says of the value of these Heaters in an emergency at the great Retail Hardware Convention at Peterboro.

The Queen City Oil Company, Limited
Toronto.

42-44 Agnes St.,
Toronto, March 2, 1911.

Gentlemen :—

I beg to advise you that we have had no trouble in disposing of the fifty oil heaters secured from you last week to heat the Armouries at Peterboro during the hardware exhibition held in connection with our Convention in that city, Feb. 21 to 24.

Our Association owes a debt of gratitude to you for your promptness in filling our rush order on Feb. 21st. It was found to be impossible to heat the Armouries satisfactorily, and to save our exhibitors from attacks of pneumonia, we had to act quickly. In the emergency your Perfection Oil Heaters were suggested, and in response to President Cinnamon's message, you had the fifty heaters delivered in half a day's time.

They did their work splendidly and as a result the immense Armouries building was well heated during the remainder of the week.

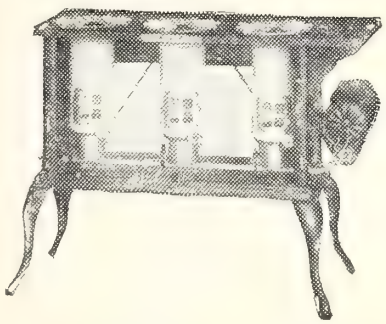
WESTON WRIGLEY,
Secretary Ontario Retail Hardware and Stove Dealers' Association.

Three Profitable Specialties

shown in our exhibit at the Peterboro Convention were

The Perfection Smokeless Oil Heater is acknowledged to be the only oil heater that really is perfection. It is an easy seller. Does all that is claimed for it and always satisfies the purchaser.

The New Perfection Wick Blue Flame Oil Cook Stove is the best device for cooking that is made. Smokeless, odorless, convenient, attractive. You do not have to hammer at your customers in order to induce them to buy. Our long and extensive advertising campaign has caused the New Perfection Wick Blue Flame Oil Cook Stove, the Perfection Oil Heater and the Rayo Lamp to be recognized as standard fixtures of the well-appointed home. Plan your stove order **now** to secure prompt shipments.



New Perfection
WICK BLUE FLAME
Oil Cook-stove

The Rayo Lamp is a well-constructed, handsome, center-draft lamp of unusual light-producing power. Made of brass and beautifully nickeled. An ornament anywhere.

They are the most extensively advertised oil consuming devices on the market.

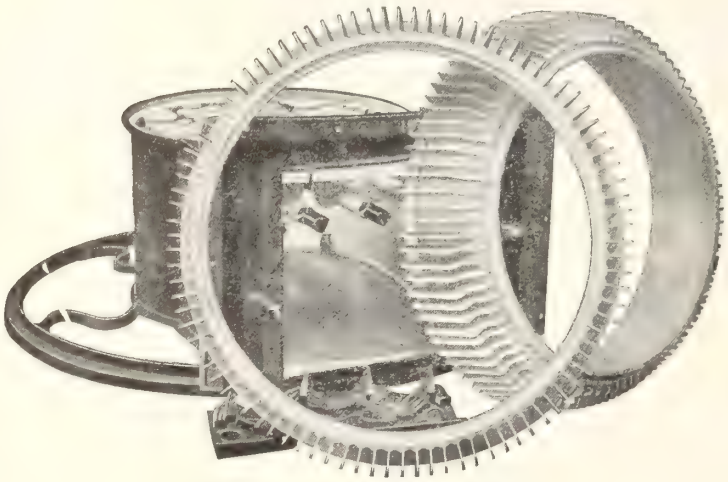
If your jobber does not handle these goods, write for descriptive circulars and prices to

THE QUEEN CITY OIL CO., Limited

TORONTO

HECLA WARM AIR FURNACES

have the convincing and exclusive features that make them **Easy to Sell** and **Profitable to Operate.** Send for the catalogue which tells all about them.



HECLA STEEL RIBBED FIRE POTS.

Steel Ribbed Fire Pots

(PATENTED)

have **three** times as much radiating surface as any other style of furnace fire pot made. They do not become red hot yet they give much more heat; they save fuel and are practically everlasting.

Hecla Radiator

Showing **Fused Joints** (Patented) and **Cast Iron Combustion Chamber.**

Fused Joints are the only permanent ones between the steel and cast iron used in warm air furnaces. All joints that depend on cement, bolts or rivets will, in time, work loose on account of the difference in expansion between the iron and steel. **Fused Joints** are made at a white heat. They are really welded joints, absolutely air tight, and will last for all time.

The Cast Combustion Chamber is stronger and heavier than the steel combustion chambers usually employed in warm air furnaces.

Write for our catalogue for a complete description.



HECLA RADIATOR

CLARE BROS. & CO., Limited

PRESTON, - ONTARIO

WINNIPEG **CALGARY** **VANCOUVER** **QUEBEC**

"Champion" Interchangeable Range

Burns Gas, Coal or Wood



TWO RANGES IN ONE

Here is a proposition that appeals to any sensible person. It saves economy, floor space, time in cleaning, besides all the little things that the looking after a range demand.

The first price, however, is the greatest inducement, for the price of one range you get two.

This is the second year on the market for this range and the sale has been marvelous.

Place one on your floors, and remember that it is there.

There is money in it if you go after it.

McCLARY'S

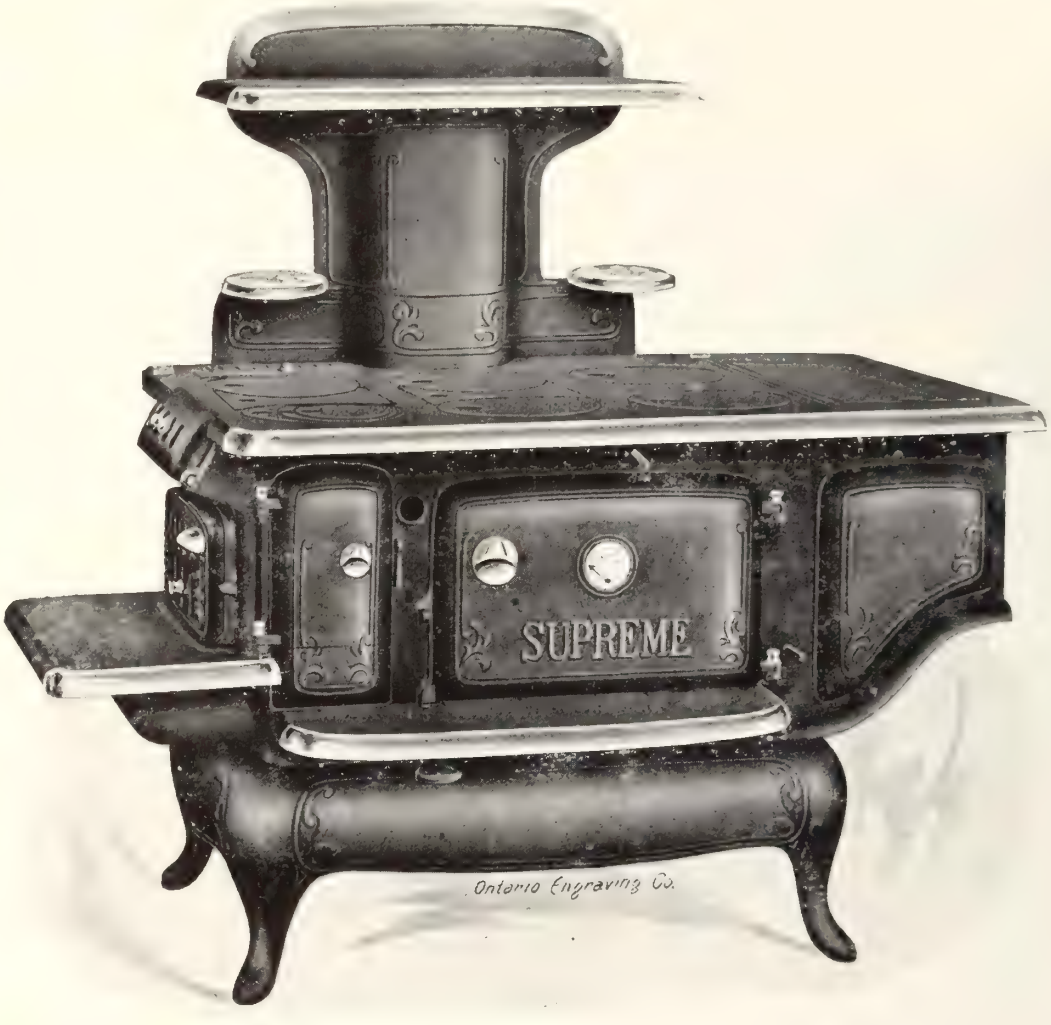
LONDON
TORONTO
WINNIPEG

VANCOUVER
ST. JOHN, N.B.
HAMILTON

CALGARY
MONTREAL
SASKATOON

CONTROL SUPREME CAST RANGE

1910 SERIES



9-18 Extended With High Shelf.

In design, workmanship and construction this Range is the latest product of the stove maker's art.
The only range in Canada made from original wood patterns.
The obsolete methods employed by stove makers discarded.
Guaranteed 50% in fuel saving.
Consumes the smoke.
Made in 16-18-20 in. sizes.

MADE ONLY BY

The Supreme Heating Company, Limited

WELLAND - - CANADA

Distributing Agents and Warehouses in
Toronto, Montreal, Halifax, St. John, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver.

A Single Winter Season

has served to demonstrate most conclusively to every user of a

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

that the properly humidified heat which our Circle Waterpan affords undoubtedly favors



HEALTH, COMFORT and ECONOMY

From this time on the furnace purchaser is going to insist on humidified heated air, and in the face of his convictions and your own on this point, are you going to argue with him that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we will have two complete lines of circle waterpan furnaces. We also make the neatest and cheapest line of side wall registers in the market, and a new side wall cold air base plate of same design as the registers.

Write us NOW for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

Western Warehouse:—156 Lombard Street, Winnipeg, Man.

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. | Wood, Vallance Hardware Co. Nelson, B.C. | Ross Bros., Limited Edmonton, Alta.

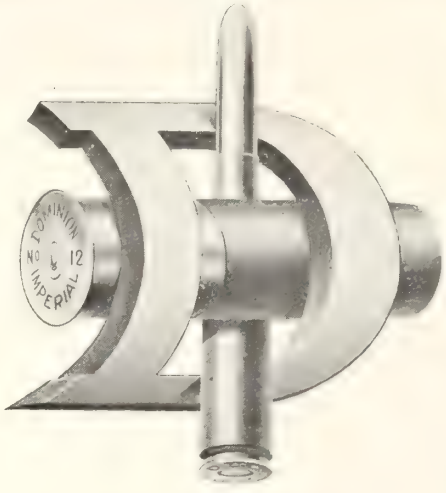
DOMINION

AMMUNITION

IS DEMANDED BY THE MOST DISCRIMINATING SHOOTERS AND STOCKED BY ALL PROGRESSIVE MERCHANTS

This Trade Mark
Guarantees
The Merchant

BEST QUALITY
BEST PRICE
BEST PROFIT



This Trade Mark
Guarantees
The Shooter

ACCURACY
UNIFORMITY
RELIABILITY

Well Advertised

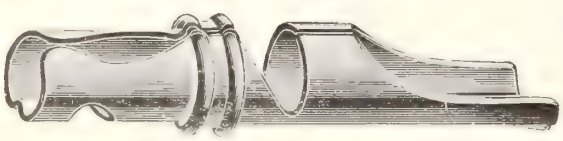
Attractively Labelled

Specify "DOMINION"

Dominion Cartridge Company, Limited, - Montreal, Canada

SUGAR MAKERS' SUPPLIES

"EUREKA" STEEL SAP SPOUTS



A favorite with the trade and give entire satisfaction to customers, because they are strong, safe and secure; no leakage, easily inserted do not injure the tree, secure full flow of sap. All packed in cardboard boxes, 100 each.

Made in two qualities:

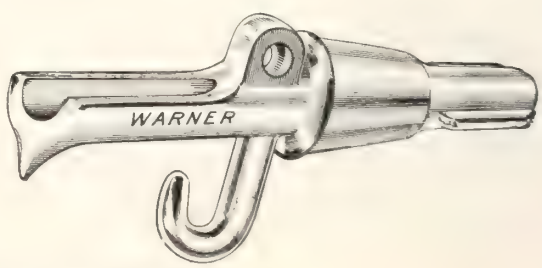
BERLIN BRONZE (22 Gauge) **TINNED STEEL** (20 Gauge)

Patented 1896 (Cut shows full size of Spouts.)

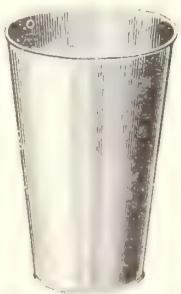
SAP PAILS

In all styles and sizes, from four to twelve quarts.

WRITE FOR PRICES



THE WARNER SAP SPOUT



Strongly made of Tinned Malleable Iron, will not break.
The construction gives it a greater sap saving capacity than any other Spout.
No wind or weight of sap in the bucket can pull the Spout out of the tree.
It does not leak and is easy to insert and just as easy to remove.

The Thos. Davidson Mfg. Co., Limited

MONTREAL AND WINNIPEG

The

"Monarch Diamond" Steel Range

(Guaranteed Baker)

Just the Range you need on your floor.

Good appearance, best finish.

High grade material throughout.

Large fire box and oven.

The price, much below anything of equal grade.

Give your stove trade a chance.

Write to-day for prices.

Butterworth Foundry
Limited
Ottawa, Ont.

Ruberoid Roofing

Trade Mark Reg. **Pronounce it Rue-ber-oid**

An Opportunity



APPEARS ON WRAPPER

RUBEROID is the original ready roofing, and twenty years of service has proved it water-tight, weather-proof and fire-resisting to a degree equalled by no other ready roofing.

We are advertising RUBEROID to your customers, forcefully and extensively. We are prepared to supply attractive booklets, store cards and signs —to send a salesman to help you land difficult orders—and to place our Engineering Department at the disposal of your customers, free of charge.

This is your opportunity to get the exclusive selling rights for your town of a profitable and most satisfactory line. Write us for full particulars.

The Standard Paint Co. of Canada
Limited

286 St. James St., Montreal.
197 Bannatyne Ave. E., Winnipeg.
25 Pender St. W., Vancouver.

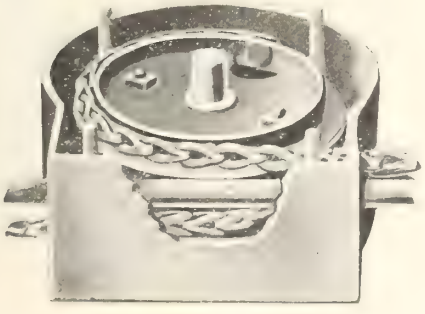
SILENT AND SAFE

THE NOISELESS

Simplest, Lightest and **Easiest Running Dolley type** Washing machine yet produced. It's had the "Third Degree" for several years and carries the healthy sign of **steadily increasing sales.** No useless "frills" about it, just common sense used in its construction.

A GLANCE

at the **patented** mechanism shows the **strength, simplicity** and mechanical perfection. Notice the **absence** of **cogs, springs,** and **finger catchers.** The tub has all the exclusive features peculiar to our products. The visible and invisible parts are equally well and carefully made, resulting in a **good machine** and a **good looker.**



Eastern Agents: W. L. Haldimand & Son, Montreal
Western Agent: H. F. Moulden, Winnipeg



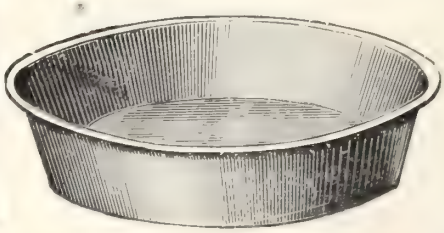
CUMMER-DOWSWELL, Limited, MAKERS, HAMILTON, ONT.

OUR DAIRY SUPPLIES



Are Popular Sellers Everywhere





Creamery Cans.

With deep cover and strainer

Supplied with Fast Key unless otherwise ordered.

No.	5	15
Inches	8½	8½
Quarts	12	20

Milk Strainer Pails

1x Dairy

Quarts	16
Case Lots, dozen	½

Milk Pans

Plain or retinned

Made in all standard sizes from ¼-quart to 12-quart.

PROMPT SHIPMENT GUARANTEED
PRICES ON APPLICATION.

The Sheet Metal Products Co., of Canada, Limited

Successors to Kemp Manufacturing Company

MONTREAL TORONTO WINNIPEG

"MAXWELL"

Hardware Specialties

Will Increase Your Spring Trade

A really good line of machines for use around the house strongly attracts women to your store. That means a bigger trade in staples as well as the business in the specialties themselves.

Maxwell's Washers, Churns, Wringers, Lawn Mowers and Barrows are known throughout Canada as durable, easy-working and thoroughly satisfactory—in fact as the best line on the market. The new

CHAMPION HIGH SPEED WASHER

well deserves its name. It has all the good features of the famous "Puritan" with a new momentum driving mechanism. The heavy balance wheel revolving four times for every stroke of the lever makes the "Champion" run very smoothly and easily.



The Maxwell line pays good profits, wins good customers. Write for Catalogue.

David Maxwell & Sons, St. Marys, Ont.

The Machine with the "Double Tank"

Most Durable, because it is built entirely of malleable iron and steel (others use tin and wood.)

Air Displacement, the greatest; because the pump is one-third larger than any other, giving it a much more powerful suction and a strong blow (other hand machines have no blower).

Easiest to Empty, because our exclusive **double tank** device for separating the dust from the air catches 95 per cent. of the dust in the bottom of the tank without screens, baffles or water. Only five per cent. is screened and that on the outside of one canvas-covered cylinder (others screen 100 per cent. of the dust in complicated screens, bags, etc.).

Easiest to Pump, because the screening device mentioned above offers but 5 per cent. resistance to the pump (others 100 per cent.)

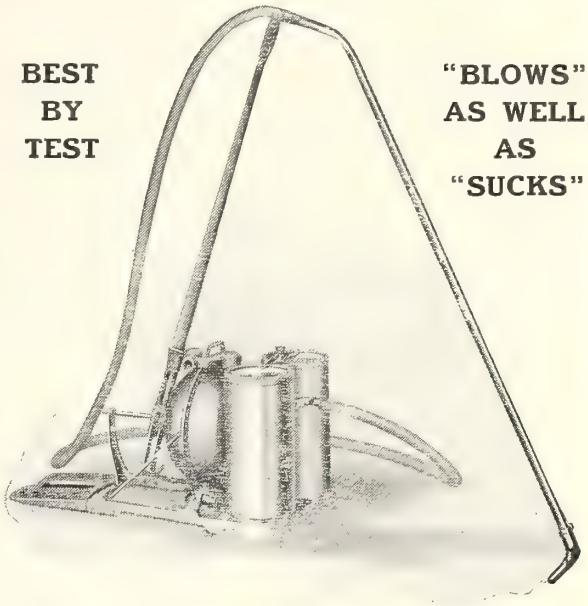
Easiest to Carry, because it is light, compact and perfectly balanced.

The Automatic "Hand Power" Cleaner may be operated by one or two persons.

Send Your Orders Early. Write for our Free Circular and Discounts

BEST BY TEST

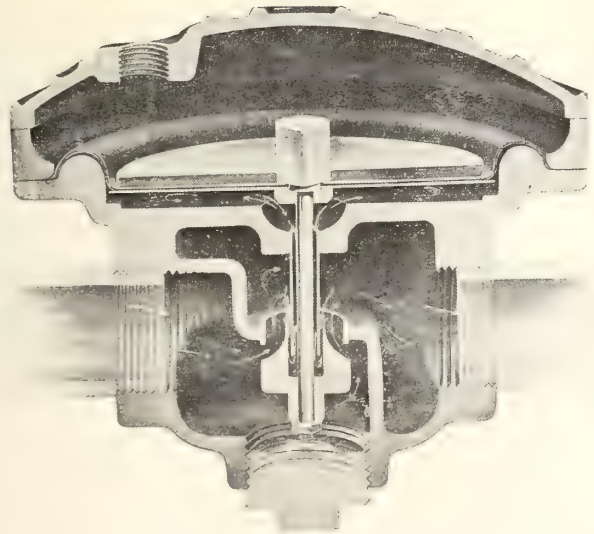
"BLOWS" AS WELL AS "SUCKS"



MANUFACTURED BY

ONWARD MFG. CO. - Berlin, Ont.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada.



PERFECT GAS CONTROLLER
Gas Bills Reduced 15 to 50 Per Cent.

A RARE CHANCE

FOR THE

Ambitious Dealer

We can offer the Exclusive Agency to one Dealer in every Gas Town in Canada for the

PERFECT GAS CONTROLLER

An invention that is in demand wherever a gas meter is used. If you want control of this profitable side line write us at once. Some dealer in your town will get it and have a bonanza.

During the Peterboro Convention many interested dealers saw our Demonstration and several good agencies were opened up.

Canadian Gas Users' Association 632-635 Queen St. W., TORONTO, CAN.

Eastern Representative: J. S. Mullan, 1791 Park Ave., Montreal

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly

CANADIAN HARDWARE AND STOVE JOURNAL

Established 1909

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization

Circulates everywhere in Canada

VOLUME THREE — TORONTO, MARCH, 1911 — NUMBER THREE

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor
GEO. H. HONSBERGER - Business Manager

Subscription, - - One Dollar per Year

Peterboro Convention

Five hundred men connected with the Canadian hardware trade spent from a day to a week in Peterboro the third week in February and, barring the question of hotel accommodation, not one complaint has been heard, although fully one hundred of those present have forwarded letters to the writer of these lines since the convention closed.

True it is that a larger attendance of retailers was desired by all, but those who absented themselves were the real losers, and the exhibitors found results so satisfactory that no criticism has been heard on this score.

And to the credit of all be it said that not one incident has been reported which would bring discredit upon any hardwareman present. At London a year ago, an unpleasant incident resulted from the "butting in" of a traveler calling on the grocery trade, but this year, while some went to bed late and got up early, the majority lived as they would at home—hotel accommodation excepted.

More ladies attended the Peterboro convention than ever before, and as Guelph is peculiarly suited to encourage members to bring their wives, whereas Peterboro was not, this feature can be developed next year.

The annual convention is now a fixture in the lives of Ontario hardwaremen, and it should continue to be if a happy medium can be struck between the conflicting viewpoints of the various parties interested. Some exhibitors, for instance, go solely to show their goods to the retailers, and are unconcerned about the taking of orders. On the other hand, some exhibitors press the business end to such an extent that retailers are unwilling to call at their booths. Some retailers want to sleep at night, while others want a holiday, singing convention songs and playing pranks on friends. If extremes can be avoided the future of the Association is assured.

Original Features

That Ontario hardwaremen can hold their own with any on the continent was proven at the Peterboro convention. The "Question Box," for instance, was more interesting than any the writer had seen in five state conventions held across the line, while the "Traveler's Hour," a new feature this year, also excelled similar "hours" on the programmes of U. S. conventions.

The window dressing competitions held at Peterboro were, so far as we know, the first of their kind held and just as the Wisconsin convention this year copied the "mock sale" idea featured at the London convention, so may the window competitions be copied.

The "convention daily" stunt, pulled off by the Hardware and Stove Journal, was also a new feature at retail hardware conventions, although the "Hardware Trade," Minneapolis, got out a convention daily at the Minnesota convention held a week before the Peterboro convention. The "daily journal" can be looked for again at the Guelph convention.

But we needn't crow too loud, as we have appropriated many of our Association ideas from our sister associations in the United States—and they've got us beaten to a frazzle on the mutual insurance game. Most of the delegates to the U. S. conventions pay all their Association and convention expenses out of the rebates they get from the hardware mutuals.

Order Takers

The really big questions which forced themselves to the front at the Peterboro convention were the questions of "price maintenance" and "travelers carrying samples." President-elect Chown precipitated the discussion on the latter subject, and his points were eagerly listened to.

There is no doubt about the tendency towards specialization in the hardware trade. We now see travelers covering Canada from end to end selling such apparently small lines as tapes, dampers and axle grease. A traveler recently went from Ontario to Winnipeg and other western points selling nothing but cast

iron dampers, but he sold them in car-load lots and by specializing on the line made it pay.

The large hardware jobbing houses at St. Louis and Chicago engage special salesmen to look after the sales of special lines, and as many as five salesmen from one jobbing house call on one customer. But each is a specialist in his own line and he not only carries samples but is also able and willing to address meetings of clerks, etc., to give them selling information on the special lines. Here in Canada, at least one Toronto jobbing house is branching out in a similar direction, although one of its buyers stated at Peterboro that "it is up to the manufacturers to create the demand for new lines."

Mr. Chown's picture of the jobber's salesman entering a retail store, and after running over the various prices of different qualities of a line of goods, took the retailer's order for the cheapest line quoted upon, is only too true. Too many sell, take orders, we mean, on a price basis, without putting up any argument in favor of the higher qualities of goods.

And that's where the jobbing house is in danger of falling down. All manufacturers make "leaders" on which their margin is very small. They also make special lines of better quality, which carry a better margin for both manufacturer and retailer. When the jobbing house salesman sells all "leaders" and no special "quality" lines, he is merely getting volume of business, and is not doing his duty to his employer or his retail customer.

Carry Samples

A great danger confronts retail hardwaremen today—the growth of the mail order business. To hold his own the retailer must carry goods of quality, know their talking points, and support the manufacturers who adopt resale prices on their products. To carry "quality" goods and know them, the retailer must have the assistance of the traveler whom he buys from. To give the retailer efficient service the traveler must himself know the goods and carry samples in addition to his catalogue and order book. He must be prepared to demonstrate new lines to his retail customers.

Retailers are frequently heard criticising their farmer customers for buying from pictures in mail-order catalogues. So long as they are content to buy from pictures in jobber's catalogues they have little right to criticise the mail-order buyers, and they have little reason to expect to fight mail-order competition intelligently.

Enterprising Salesman

A case in point might be referred to. A young jobber's salesman at the Peterboro exhibition kept hovering around the manufacturers' booths, and whenever he heard an exhibitor ask, "What jobbing house will I book this through?" he saw that his customers booked through him. In doing this he frequently had an opportunity to assist the exhibitors in rush hours and, in one booth at least, he picked up a lot of information about many lines which, in the past, he was unfamiliar with and unable to "sell" to a customer.

This traveler took some samples home with him, and it's a safe bet that his order book will show a larger volume of sales on these lines in the future than in the past.

Travelers, as well as retailers, can learn a lot at the hardware conventions.

Fight Fair

An example of friendly competition was noticed at the Peterboro convention. The head of one safety razor company was placed in the chair for the manufacturers' session, and when he noticed that the other safety razor exhibitors were not present he sent a messenger down to ask his competitors to come up to the meeting hall and take part in the discussion.

How much better for two competing firms to extend fraternal courtesies to each other than to go around with a hammer ready to deliver a knock at every opportunity.

One of the safety razor concerns, for instance, is old established, while the other is comparatively new on the Canadian market. The new firm put up a really attractive exhibit. Here was a chance for the older house to say: "Yes, they've got a nice show, but they won't last long." But they didn't. The staffs of the two firms were very friendly, and when the Gillette boys started a yell for E-V-E-R-R-E-A-D-Y, the Ever-ready boys came back with an even louder G-I-L-L-E-T-T-E.

That Jobbing Merger

The story which came from Montreal a month ago about the probable consolidation of eight jobbing houses in that city into three well-equipped jobbing concerns, has been the subject of a lot of talk in the trade in Ontario and, so far as the Hardware and Stove Journal has heard, the talk has all been favorable to the proposed consolidation, the hope being expressed that as a result business will be put on a more stable basis.

Price cutting is injurious to all branches of the trade, and it cannot be denied that much of the disturbance amongst Ontario retailers is traceable to cutting on the part of Montreal jobbers. If a consolidation will mean better conditions and less secret commissions the trade as a whole will welcome it.

It is suggested that the consolidation will include one, or possibly two Ontario houses, and that if this part of the arrangement is consummated, the new corporation will also control jobbing houses at Winnipeg and Vancouver.

Short Sighted Policy

Considerable criticism is being heard amongst paint men of the plan which has been adopted in some cases by paint salesmen who offer to take out the old stocks of other paint makers in retail stores, and return gallon for gallon with well assorted new stocks. Retailers should not encourage competition of this kind as it can only lead to hard feeling and the demoralization of trade by injurious price cutting. If continued for any length of time competing manufacturers are bound to hit back, and the retailer will be the chief sufferer.

Suppose, for instance, twenty or thirty stores were induced to throw out the lines of paints they had been selling, it is reasonable to expect that in some of the towns some one will "butt in" and sell job lots at 45 or 50 cents, where the retailer ought to get 60 to 65 cents per quart. Trade would be demoralized, in consequence, and profits would suffer.

The paint business in Canada is growing by leaps and bounds, and there is enough business for all if competition is conducted on reasonable lines.

Manufacturers should set the example of friendly dealing to their retail customers.

Hardware Convention at Peterboro' Greatest Yet

About 200 retailers and 300 exhibitors and travellers present from Ontario, with visitors from British Columbia, Saskatchewan, Quebec, and the United States. — Travelers and manufacturers take part in program. — The Question Box a distinct success Exhibition in Armouries declared to compare favorably with any held in the United States.

From every standpoint, except possibly one, the sixth annual convention of the Ontario Retail Hardware and Stove Dealers' Association, held at Peterboro, Feb. 21 to 24, was an unqualified success. That one point was the lack of a larger attendance from Western Ontario points.

About half of the 300 odd members of the Association do business in Western Ontario towns, with one-quarter in Eastern and another quarter in Northern Ontario. The Easterners and Northerners were well represented, but, probably because of the unsatisfactory train connections from Western Ontario to Peterboro, the West was not as well represented as it should have been.

At Hamilton two years ago about 160 retailers were present, at London last year the number was about 200, this year the figures fell to about 180, in spite of the fact that the greatest hardware show in Canada's history was staged in the Armouries at Peterboro during the convention. But the men who stayed away were the real losers, as, in addition to the big exhibition, the convention meeting and "Question Box" discussions were, without question, more interesting than at any previous convention.

And this is all the more gratifying because of the fact that with the single exception of Mr. Maxwell's address on "Price Maintenance," the "talent" was all "home brew." Mr. Magladery, assisted by Ed. Wanless, Chatham, and Frank Taylor, Carleton Place, made a distinct success in handling the "Question Box," yet the first two mentioned were hardly known to any but a handful of delegates before the convention. The convention showed its appreciation by placing Mr. Magladery on its Executive Board—and Mr. Wanless' turn is likely to come next year.

Meeting together year after year the members of the Association get to know each other better and they talk to each other and in meeting more freely in consequence. The convention songs, written to popular airs by Secretary Wrigley, also help to break down the walls of reserve and make the newer members of the Association more at home. Mr. Weichel, of Elmira, who sprung an original song at the London convention, got off an even better one this year, and A. Staples, of the Moffat Stove Company, also butted into the song-writing game. And the latest is a proposed hardware quartette or octette to be gotten together before the Guelph convention, out of such material as George Boomer, and E. T. Hetherington, Galt; J. S. Weichel, Elmira; S. M. Burt and George Honsberger, Toronto, and W. F. Macpherson, Prescott.

Travellers Taking Hold.

The travelling salesmen were in strong force at Peterboro and took hold of things as never before. The travellers' hour, on the opening day, under the leadership of Tom Wright, of H. S. Howland, Sons & Co., was a distinct success and far excelled a similar feature on the programme of the Michigan convention last August.

The keen competition for the suitcase offered to the traveller bringing in the most new members has inspired others to enter a similar contest this year, and a friendly competition is certain to result.

And the travellers are now talking of taking hold of the entertainment end of the programme at the Guelph convention. "Harry Bennett was very good," said one traveller, after the convention, "but we've got enough talent amongst ourselves to put up a fine programme if you'll let us have a try at it."

And we sure will.

Hotel Accommodation Limited.

A big contingent went down to Peterboro on Sunday night, a special car on the C.P.R. 10.30 p.m. train being well filled. Arriving at Peterboro after midnight some difficulty was experienced in getting accommodation and things looked blue for the crowds to come. Monday brought a hundred or two more, and most of them headed for the Oriental, which was hotel headquarters. The overflow went to the National and other hotels, however, and got even better accommodation than those who stayed with the crowd at headquarters.

The Executive Committee set an example at the Oriental by sleeping four in a room, but even this was exceeded in some cases.

The Convention Daily.

The Hardware and Stove Journal pulled off a big stunt by printing a "daily edition" for four days, the


DAILY EDITION OF THE ASSOCIATION'S OFFICIAL PAPER

CANADIAN

HARDWARE AND STOVE

JOURNAL

Thursday's Program

Good Morning! Have You Used Your GILLETTE SAFETY RAZOR?

Front page of Thursday's edition of the Convention Daily.

first number being printed on Tuesday morning before the crowds of retailers arrived. Newsboys distributed copies amongst the exhibitors at the Armouries and met incoming trains at both C.P.R. and G.T.R. depots, distributing copies free to all, the Civic Reception Committee being helped by the map of Peterboro in the "daily" on which was marked all the hotels, hardware stores and factories, the Armouries, post office, etc.

Each morning about 10 o'clock the "daily" was circulated amongst exhibitors and retailers at the depots, hotels and in the Armouries, giving a report of the previous day's proceedings, lists of those in attendance, cartoons of interesting events, and short stories picked up about visitors at the different hotels.

The last issue appeared about 9.45 Thursday night as a "sporting extra," giving a full report of the last day's proceedings and containing a fine half-tone picture of every one of the newly-elected Executive Committee. Harry Bennett, the comedian, acted as newsboy and supervised the distribution of the papers by members of the Executive Committee amongst the crowd at the concert.

Copies of the "daily" were mailed promptly to hardwaremen in all parts of Ontario, the last issue being in their hands a few hours after the convention closed.

Five hours after the election of officers had taken place the daily "Journal" was distributed free to convention visitors, a picture of every new executive officer being reproduced.

The daily edition of the "Hardware and Stove Journal" gave the news when it was news.

The Programme Outlined.

Tuesday, Wednesday, Thursday, and Friday mornings were given over to the exhibition in the Armouries, although there was a standing invitation to visit the Peterboro hardware factories, a large number availing themselves of the opportunity to study the various operations in the making of locks, augers, shovels,etc.

Tuesday, Wednesday and Thursday afternoons and Wednesday evening, were reserved for convention meetings, while on Tuesday and Wednesday evenings the Exhibition Hall was to be open. In response to requests from exhibitors, however, the programme was varied and the Exhibition Hall was thrown open to the public on Wednesday and Thursday afternoons as well as Wednesday, and part of Thursday evening.

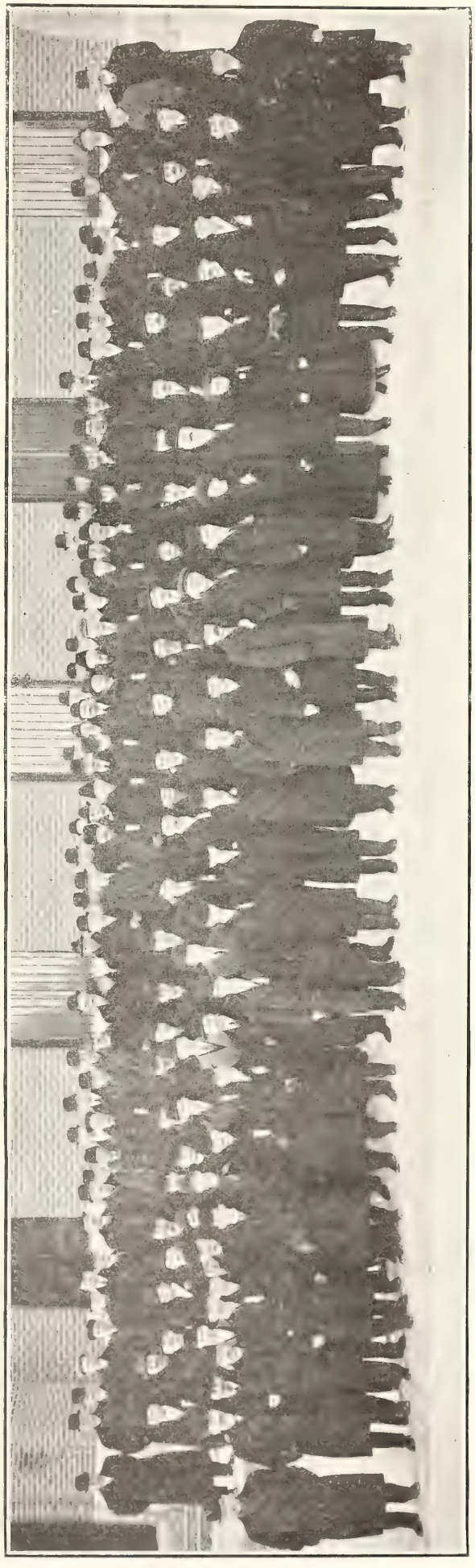
Band concerts were given in the Armouries on Tuesday and Wednesday evenings, while an orchestra and Harry Bennett, entertainer, provided an excellent programme on Thursday night, the evening being capped by a buffet luncheon and the free distribution of ice cream cones, sandwiches, lemonade, etc.

Guelph for Next Year.

Guelph sent Ald. Occomore and Ald. Kelly to capture the convention in 1912, and these, with the irrepressible Adam Taylor, let no one forget that Guelph is on the hardware map of Canada. Ald. Kelly proved a good mixer and when the vote came Ald. Occomore's motion was adopted without opposition.

Guelph is only fifty miles from Toronto, and is the centre of the most thickly populated portion of the Dominion. There are about ten trains to and from Toronto between 5 a.m. and 10 p.m., while Peterboro proved to be a hard place to make good train connections to. The Taylor-Forbes Co.'s plant, the largest hardware factory in Canada, will also be an attraction for scores of hardwaremen who sell "T. F." goods in their stores every day.

Guelph accommodates about 10,000 people at its Winter Fair every December, and the convention was



GROUP OF HARDWAREMEN TAKEN OUTSIDE ARMOURIES AT PETERBORO, AFTER CLOSE OF WEDNESDAY AFTERNOON'S SESSION.

This picture was taken for Hardware & Metal. The official picture, containing fully twice as many people, was taken Thursday night, but an error on the part of the photographer's assistant, caused the loss of the plate.

assured that there was not the slightest doubt about the city's ability to provide the best of accommodation for the visiting hardwaremen.

And then John M. and Adam Taylor will have a few surprises for the hardwaremen who visit Guelph. As the boys sung at Peterboro:

"Adam's very strong with the other sex
But John's the fellow that signs the checks."

and now that Guelph is "it" for 1912, hardwaremen can rest assured that the Taylor boys' reputation for open-handed hospitality will be upheld and added to as a result of the meeting in the Royal City.

The Association was never in a better position than it is to-day. With over 300 members on its roll, with about 125 travellers and 20 clerks as associate and "junior" members, and with a well satisfied lot of about 70 manufacturers who made exhibits at Peterboro, there isn't the slightest doubt but that the Guelph gathering will be one of the biggest and best conventions and exhibitions ever held in America.

Why not make it a national affair by inviting every hardwareman in Canada to attend or send a representative?

Retailers in Attendance.

Arthur, D. Brocklebank. **Ayr,** R. C. Puddicombe, George Marshall (salesman). **Arnprior,** J. S. Moir, R. S. Drysdale. **Aurora,** N. G. Eade, Aurora Hardware Company.

Barrie, J. R. Hambly, F. A. Hoar, Fred Otton. **Baysville,** J. D. Smith. **Bracebridge,** Geo. Ecclestone, Jas. Whitten, E. A. Whitten, J. P. Aulph (salesman). **Beaverton,** W. Glassford and Mrs. Glassford. **Beeton,** W. J. Bell. **Belleville,** R. C. Chown, W .A. Chown, Roy Stafford, H. Saunders (salesman). **Bolton,** Robt. Smith. **Bobcaygeon,** A. E. Bottum. **Bowmanville,** P. C. Trebilcock. **Burlington,** J. S. Allen, John Kentnor.

Campbellford, D. A. Archer, J. C. Birmingham (salesman), E. T. Morton, T. S. Tait. **Carleton Place,** C. F. R. Taylor. **Chatham,** Ed. Wanless. **Clarksburg,** J. H. Hedley. **Clinton,** W. H. Webb. **Cobalt,** H. J. Marshall. **Cochrane,** T. J. McManus. **Coldwater,** W. H. Manning and Mrs. Manning. **Collingwood,** J. F. Zimmerman, W. D. White.

Drayton, H. E. Patterson. **Dresden,** J. B. Carscallen, H. C. Wells.

Elora, G. E. A. Robinson.

Gananoque, W. W. Bennett. **Guelph,** H. Occomore.

Hastings, H. Walker. **Havelock,** J. B. Brookes (salesman), R. Phillips, J. H. Richards. **Hawkesbury,** L. P. Beaulne. **Hickson,** R. Nicholson. **Huntsville,** J. E. Moseley.

Kincardine, A. L. Shiells and Mrs. Shiells. **Kingsville,** E. McCay.

Lanark, T. Lett Simpson (manager Taylor Bros.). **Lakefield,** H. C. Fitzgerald, Walker Mitchell (salesman). **Leamington,** H. Lendon. **Lindsay,** D. Cinnamon, J. G. Edwards, L. King (salesman), Geo. H. Matthie, A. Hopkin (salesman), W. Cinnamon. **London,** E. C. McMurtry.

Mount Forest, F. E. Hendershot. **Midland,** F. W. Jeffrey and C. R. Jeffrey. **Milton,** Clements & Co. **Markham,** A. H. Wideman.

Niagara Falls, G. H. Clark, J. T. Henderson. **Niagara Falls Centre,** F. F. Heximer. **Napanee,** M. S. Madole, W. H. Boyle, W. F. Ferguson (salesman). **New Hamburg,** D. H. Becker. **Newmarket,** G. A. Binns. **New Liskeard,** W. Magladery. **Norwood,** J. W. Rorke. **North Bay,** J. Smith (salesman).

Oakville, J. N. McGregor. **Omemee,** W. D. Stinson, E. H. Williamson (salesman). **Orillia,** D. A. MacNab, C. L. MacNab, Thos. Phillips and Mrs. Phillips. **Orono,** Jas. Henry. **Oshawa Junction,** J. B. Ross. **Oshawa,** C. R. Bailes, G. L. Lander and Mrs. Lander. **Ottawa,** W. A. Rankin, J. O. Richard, McDougal's, Ltd. **Owen Sound,** Christie Bros., T. S. Brown (salesman).

Palmerston, J. Chalmers. **Peterboro,** H. P. Morgan, Thos. McWilliams, Geo. Hutchinson, A. E. Micks, R. J. G. Sutherland, Adamson & Dobbin, Ray. P. Best, C. M. Blewett, W. D. Campbell, Wm. Higgins, R. J. Kingan, F. R. J. MacPherson, C. MacPherson, and J. Doughty, A. P. Brown, H. J. Hanwell, A. A. Letellier, Stanley Taylor (salesmen). **Picton,** M. Adams, W. J. Carter. **Port Hope,** Geo. Hancock and Mrs. Hancock. **Port Perry,** W. A. Carnegie. **Prescott,** W. F. MacPherson.

Renfrew, H. T. Moss. **Rodney, D.** Mistele and Mrs. Mistele.

Sarnia, H. L. Walker (salesman). **St. Catharines,** A. M. Watt, A. R. Coy, A. W. Moore, J. B. Archer (manager). **Shelburne,** J. J. Metcalfe. **St. Thomas,** R. H. Blackmore. **Smiths Falls,** Thos. W. Cailey, J. A. Clark, R. Hocken, C. F. Ready (salesman). **Sterling,** Geo. LeGrow, J. C. McGee, L. Meiklejohn. **Sutton,** W. Holborn. **Stouffville,** W. A. Silvester. **Streetsville,** J. Dandie.

Tilsonburg, C. W. Conn, W. G. Pow. **Trenton,** S. B. McClung, J. C. Adam (salesman). **Tweed,** C. F. Fawcett. **Toronto,** S. M. Burt, John Caslor, C. W. Chard and Mrs. Chard, E. H. Davis, F. E. Ellis (A. Welch & Son), J. S. Hall, Geo. Matthewson, K. W. Matthewson, J. W. Peacock, E. B. Westwood, John Wright, H. B. Christie. **Thamesville,** G. C. Hubbell. **Tottenham,** R. J. Walkem.

Uxbridge, Wm. O'Hara, J. C. MacNab.

Victoria Harbor, W. H. Rumball.

Wychwood, H. Stainton. **Walkerton,** S. B. Vogan. **Welland,** J. J. Long. **Wellington,** T. M. Nash, C. E. Taylor. **West Lorne,** J. B. Ferguson. **Woodville,** V. D. McPherson, G. McPherson. **Wyoming,** W. H. Smith.

Montreal, Fred C. Lariviere.

Regina, Sask., M. B. Peart.

North Battleford, Sask., Walter Collinge.

New Westminster, B.C., H. T. Kirk.

Others Present.

S. H. Alexander, Wood, Vallance & Co., Hamilton. James Hardy, Jenkins & Hardy, Toronto. W. M. Maxwell, Iver Johnson Arms & Cycle Works, Fitchburg, Mass. A. J. Bennett, Iron Age Hardware, New York. T. B. Williamson, T. Wright and J. N. Kidd, H. S. Howland, Sons & Co., Toronto. Ald. C. W. Kelly, Guelph. W. H. Gerke, Martin-Senour Co., Montreal. A .M. Hunt, London. H. T. Hunter, J. G. Lorriman, T. B. Costain, S. Murray, Hardware & Metal, Toronto. Weston Wrigley, Geo. H. Honsberger, J. A. Fullerton, L. C. Ruse, Hardware & Stove Journal, Toronto. Mrs. Wrigley, Miss Robinson and Miss Leroy, Toronto. S. T. Hudson and R. S. Hurlburt, Victoria Park. W. J. Nunn, J. B. Ford Co., Wyandotte. H. L. Walker, John Armstrong Co., Brigden. W. J. Bateman, Owen Sound Wire Fence Co., Owen Sound. S. C. Bennett, Alonzo W. Spooner, Port Hope. D. Potter, Consumers' Cordage Co., Montreal. Chas. A. Bailey, Jessop Steel Co., Toronto. H. C. Filsinger, Canada Heating & Ventilating Co., Owen Sound. W. F. Kelly, Ontario Lantern & Lamp Co., Hamilton. J. A. Fraser, Alexander Hardware Co., Hamilton. Court Thompson, Remington Arms Co., New York. R. B. McGill, Capewell Horse Nail Co., Peterboro. J. B. Aitcheson, Clare Bros. & Co., Preston. G. R. Thompson, R. H. Smith & Co., St. Catharines. A. Bertram, Alabastine Co., Toronto. N. F. Culverhouse, Roofers' Supply Co., Toronto. Chas. E. Warnock and

F. W. S. Davis, Sanderson Pearcy & Co., Toronto. E. Shepard, Hamilton Stove Pipe Works, Hamilton. H. C. Douglas, A. Ramsay & Son, Ottawa. C. J. Bateman and E. W. Stickney, Percival Plow & Stove Co., Merrickville. H. V. Hamilton, Steel Company of Canada, Brantford. H. G. Gray, Banwell Hoxie Wire Fence Co., Walkerville. W. Woodman, Arthur. W. R. J. Higgins, Toronto. Carleton Woods, Napanee. D. M. Green, Belleville. C. R. Hubbard, E. C. Atkins & Co., Hamilton. C. D. TenEyck, Maple Leaf Harvest Tool Co., Tilsonburg. Geo. Gray, Lewis Bros., Ottawa. J. E. Bennett, Hamilton Stove & Heater Co., Hamilton. W. G. Wenige, Thos. Bryan, Ltd., London. W. T. Fleming and W. H. Conover, Martin-Senour Co., Montreal. Robt. H. Rose, Dominion Belting Co., Hamilton. E. R. Maltby, Dominion Roofing Co., Toronto. M. J. Tunnock, Toronto Plate Glass Co., Toronto. J. C. Towers, Consolidated Plate Glass Co., Toronto. R. G. Wright and A. J. Ross, Gurney Foundry Co., Toronto. S. D. Waffle, Alex. McArthur & Co., Montreal. G. H. Brydon and A. Sullivan, Pease Foundry Co., Toronto. Wilson Porter, Berry Bros., Detroit. J. J. Wright, Alfred Rogers Co., Toronto. F. Sidey, Sidey & Hoover, Bewdley. E. Kendrick, Simcoe. M. Risdon, St. Thomas.

Executive Meeting.

The Executive Committee held a meeting on Monday evening before the convention and reviewed the work of the past year. The Executive report was adopted and President Cinnamon instructed to recommend to the convention that the Hardware and Stove Journal be made the organ of the Association. It was also decided that no admittance fee would be charged the public for attending the exhibition in the Armouries.

Tuesday Afternoon Session.

The opening session of the convention was attended by about 300 retailers and manufacturers' representatives, it being called to order at 2.15 p.m. by President Cinnamon, he inviting President S. H. Alexander and Secretary James Hardy, representing the Wholesale Hardware Association to seats at the President's table. Mayor Morrow, representing the Civic Reception Committee, was then introduced to the convention, and read an interesting address of welcome in presenting the freedom of the city to the visiting hardwaremen.

H. Occomore, Guelph, who had been deputed by the Executive to respond to the civic welcome, told of



S. H. ALEXANDER.
President Canadian Wholesale Hardware Association.

how he had learned his trade as a tinsmith in Peterboro, and expressed the pleasure he, and the other hardwaremen present had, in receiving such a hearty welcome to Peterboro, "We'll take all the privileges you've given us and possibly a few more," said Mr. Occomore, amongst a liberal round of applause.

S. H. Alexander, of Wood Vallance & Co., Hamilton, speaking for the Wholesale Association, spoke of the



JAMES HARDY, TORONTO.
The "Foxy Grandpa" of the Wholesale Association.

necessity of unity amongst the hardware manufacturers, jobbers and retailers of Canada. "We are all necessary to each other," he declared, "and when one prospers, all prosper." The wholesalers, he said, benefited greatly by meeting together occasionally, and the retailers should do likewise. "Your joint committee," said Mr. Alexander, "came before our Association in January and put up a strenuous fight for a change in the boxing and cartage regulations. We jobbers, however, were unable to make any change. We have discussed the matter thoroughly and regret that it cannot be done."

"What's the matter with grandpa?" asked Secretary Wrigley, when Secretary Hardy, of the Wholesale Association rose to speak. And the way the assembly joined in the chorus indicated that though Mr. Hardy had to hand them a lemon on the cartage question they still had a warm regard for him. Mr. Hardy said he had been at hardware conventions before and he hoped to attend a few more even if his fifty-seven varieties of associations made it hard for him to know what branch of the trade he belonged to.

"We jobbers have been discussing the cost of doing business," said Mr. Hardy, "and we find we are not getting enough profit. It costs from fifty to sixty per cent. more to do business to-day than it did a few years ago, and that extra cost has not been added to the cost of the goods, although it will have to be."

"Are you retailers making enough profit," asked Mr. Hardy, and the nays made themselves heard all over the room. "If you aren't the thing to do is to figure your costs and get to know the man doing business next you in your home town."

"We would like to abolish cartage charges," added the Wholesale Secretary," but existing conditions will not allow us to. It would mean a complete reorganization of the jobbers' methods of doing business and the cutting out of 'enclosures.' A business man might continue in business without profits—but not for long. I

learned that long ago and I've got enough now, if I can only hang on to it," concluded Mr. Hardy.

President Cinnamon, in replying, said the retailers should take Mr. Hardy's advice. "The jobbers don't do business for nothing—let us get their cue."

The manufacturers were next given a hearing, the first speaker being Adam Taylor, of the Taylor-Forbes Company, Guelph. "We help you to get a profit on your goods," said Mr. Taylor, 'by setting a retail selling price on our goods. Then we market them through the jobbers, but we say to you retailers that if the jobber won't supply our goods you can get them by writing direct. The jobber can distribute our goods cheaper than we can ourselves, but it is often hard to induce the jobber to introduce new lines. We want to do business through them, but they frequently force us to go to the retailers direct."

A. A. Bittues, managing director of the Gillette Safety Razor Company, said the only way to get profits on the sale of goods was to adopt the policy of price maintenance. "That's the way we do business. We set a price to the jobber, and a price to the retailer, and we see that our rules are adhered to. The same principle should be applied to all lines of goods."

A. S. Howe, Dover Manufacturing Company, Canal Dover, Ohio, said: "A whole lot of retailers lack courage enough to hold out for a profit and to talk things over with the hardwaremen doing business near them. For the sake of profits, get together and get your neighboring hardwaremen into your association."

The formalities and greetings concluded, and the minutes of the London convention briefly reviewed, President Cinnamon opened the real business of the convention by delivering an interesting address, reviewing the progress of the Association, before making his annual report. The president's eloquence, and the many interesting points made, held the delegates in rapt attention for over half an hour.

PRESIDENT CINNAMON'S OPENING ADDRESS.

"I greet and heartily congratulate you upon the great success your Association has met with, from the time of its inception until the present. Three years ago your Association was hardly known. To-day it is known from one end of this country to the other," said Mr. Cinnamon. "At that time many considered it as something that would not amount to much, and would soon die out; others considered it as a kind of a joke; but to-day not only is the Association held in respect and esteem by many of the best retailers of Ontario, but the manufacturers and jobbers look at our Association as something that has life and power. I am satisfied that there is not an individual member of our Association present at this convention, even the most optimistic, who even as recently as three years ago, had the slightest idea that it would be possible, in so short a time as the present, to have in connection with our convention an exhibition of the size and importance of the one we have now in Peterboro to-day. This exhibition is a great success. It is a credit to the hardware trade of the whole province. It is an exhibition that every member of our Association has reason to feel proud of. It is a credit to the city of Peterboro, in which it is held, and it is also a great credit to every exhibitor. It is the greatest thing of its kind ever held in Canada."

Mr. Cinnamon referred to the Canadian National Exhibition as the greatest annual exhibition held in the civilized world and asked: "Will I be saying too much, will we as an Association, be expecting too much, when I say that in the near future, there will be another great annual event, an event that will not be provincial only in its interests, but an event the interests of which will be national—and that will be when the retail hardware and stove dealers of this great Dominion shall meet together in annual convention?

"Why, it was only three short years ago, that many of you who are here, as well as myself, became members of this Association for the first time. Up to that time we knew very little about it. It is true we had been beseiged by many circular letters and invitations to become members and attend the conventions. Some of these circulars we read, some of them we consigned to the scrap basket. Up to that time, and I think I voice the experience of many here, we did not personally know very many of our fellow hardware men, and even those we did know, or thought we knew, we thought very little of them. We thought them about the meanest and smallest lot of men we ever met. We thought all the mean men the Lord ever made were hardware men—and for us to become members of an Association and attend a convention composed of such men—well, no, not much, thank you! In the circulars received we noticed the names of Humphries, Hambly, Brocklebank, Wrigley, Caslor and others. We did not know these men then. We had never seen them. We thought them a bunch of weakminded fanatics who thought they could get the retail hardware men of Ontario together. Just here let me say, that I wish all the hardware men of Ontario were fanatics along the same line, for if they were it would not be long before trade conditions would improve, and many of the trade evils that now exist would be things of the past. (Applause).

"However, in talking the matter over with a traveller, I decided to become a member of the Association, and to attend the convention, which I did. But my, what a change! What a different opinion I formed! If I were asked to give my experience of the first hardware convention I attended, in the fewest possible words, I do not think I could do better than



"CINNAMON—THAT'S ME."
Last year's president calling the convention to order.

use the words of that great Roman general, Caius Julius Caesar, who, after conquering the Britons, wrote home to his friends that memorable letter—veni, vidi, vici—I came, I saw, I conquered. That just expresses my experience—with this difference—I came, I saw—but, instead of conquering, I was conquered. For after being there but a very short time, and meeting the different members of the convention, and getting acquainted with them, instead of finding them small and narrow, I found that the whitest, largest-hearted, and the most manly lot of men I ever met in my life were hardware men—men whom to meet, and to know is to respect. Friendships formed then I hold dear to-day. But, gentlemen, be not deceived, all are not within the fold yet. There are still a few outside—men whose chief object and delight seems to be to try and put the other fellow down the street, or across the road, out of business—just simply because he is unfortunate enough to be in the same line of trade as himself. Surely the time has come, in this enlightened age, in this the 20th century, when business men should have higher and nobler aims.

"But I am pleased to say that as a rule, the men who do this kind of thing are not the men that are members of trade associations nor men who attend trade conventions. Then it is up to you, and it is up to me, to get after such men, get them to become members of our Association, and attend our conventions.

Three Years' Progress Reviewed.

"Remember our convention of three years ago, in the city of Toronto, held in the Palmer Hotel. The interesting sessions, the instructive Question Box discussions conducted

by Mr. Wright of Michigan, and the splendid entertainment and banquet given by our friends, H. S. Howland & Co.

"Then our next convention in the city of Hamilton, our beginning at an exhibition, our interesting sessions, and the education we got in going through the different large manufacturing plants, seeing the many different stages of manufacture, from the crude material, the iron ore as received from the mine, smelted in those large blast furnaces, run into pigs, and then converted into steel, rolled into sheets, rods and bars, and then manufactured into shovels, bolts, nails, screws, tacks, wire, and the many finished articles of hardware. And the splendid entertainment and banquet put up by the manufacturers and jobbers of Hamilton, as only the hardware people of Hamilton know how to do.

"Then in the summer of 1909, when members of our Association from all parts of this province, with their wives and families, assembled in Toronto, and sailed down old Lake Ontario, going through the picturesque Thousand Islands, down the mighty St. Lawrence, through the foaming and racing rapids, and into the greatest harbor in America, the harbor of the city of Montreal, the metropolis of this great Dominion.

"My, what a reception—what an entertainment! Whole days of feasting and sight-seeing—visiting wholesale houses and manufacturing plants. Nothing was too good for the hardware men and their friends from Ontario. Why, I see yet, as our boat was landing, that broad smile of recognition and that glad handshake of welcome from our old friend, Fred C. Lariviere, a prince among the retail hardware men of this Dominion, a friend of this Association, and a man that has done much to make our convention a success. The kindness shown us by the reception committee and the hardware people of Montreal will never be forgotten. Then our trip further down the St. Lawrence to old, beautiful and historic Quebec.

"Then last year our convention in the city of London, our splendid exhibition in the city hall, the interesting sessions of convention, and our visit to the McClary Manufacturing Company, and its president, John McClary. Then the banquet in the Tecumseh, tendered us by the manufacturers and jobbers of London, will never be forgotten. And now, our latest convention here in Peterboro, the biggest and best yet—a convention we will all remember.

"There is no class of men in existence to-day that has done more to develop and improve the condition of our country than the hardware men. What railroads have been constructed, what fleets built, what fisheries developed, what mines worked, what prairies broken, what forests felled, what hamlets, villages, towns or cities built, without the hardware man doing his share? You may take the lonely woodman's log cabin in the far north, the settler's humble shack in the far west, or the millionaire's lofty palace in the great city, and none of them could have been built without the tools and goods supplied by the hardware man. From the cement in the foundation to the gilt on the spire of the highest point of the most magnificent buildings, in every room, every hall, in every part of any building you may see what the hardware man has done towards its erection. Then well might I say, it is an honor to be president of such a gathering of men as the members of the Retail Hardware Association."

The President's Report.

"Before giving you my report, I wish to thank the officers and executive members for the very great assistance they gave me during the past year, and more especially do I wish to thank our Secretary, Mr. Wrigley, for the splendid work he has done, and the great interest he has taken in Association matters. You know the success of any organization of this kind depends a great deal upon its officers, and I feel that too much credit cannot be given them. Because of their good work, I, as President, had very little hard work to do. Our Executive met on Good Friday, and Thanksgiving Day, in Toronto, and I am pleased to say that every member attended both meetings, which shows the interest they took in Association work.

"Many matters pertaining to the interests of the Association were referred to committees. During the year we met the Railway Passenger Agents' Association, and took up the matter of single railway fares, while attending our convention. We met Attorney-General Foy and the late Howard Hunter, Superintendent of Insurance, and discussed the matter of mutual fire insurance with him. We met a committee of the Wholesale Hardware Association, and discussed trade grievances, but, as all these matters will be laid before you, by their respective committees, it is unnecessary for me to say anything more fully about them.

"However, there is one matter I would like to refer to, and that is re the marking of white lead. You know there has been on the market for years a brand of white lead labelled No. 1, and some dealers sold this to their customers using the expression: 'This is the best No. 1 white lead,' and customers thought they were getting the best quality of lead, equal to that sold by other dealers, and marked 'Genuine' or 'Strictly Pure,' believing that if an article was No 1 it could not be any better. This caused a lot of annoyance and trouble in many cases. Your Executive took this up with the White Lead Grinders' Association, and after considerable time and correspondence succeeded in getting the White Lead Grinders to discontinue using the No. 1 label. Seeing we were successful in this matter, is it not reasonable to expect that we will be just as successful in other matters of equal or greater importance to our business, if our Association demands it?

"During the year, I had the pleasure of attending two large hardware conventions in the United States, in company with our Secretary and Treasurer, and I believe a great deal of the success of our present convention and exhibition is due to the fact of our having visited these conventions, and getting the information we did.

"The first we attended was the Ohio State Convention, held in February, at Toledo, and the second was the Michigan Convention in August, in Detroit. Both these conventions held exhibitions in connection with them, and were largely attended. Many new lines of goods were shown for the first time. Convention matters were gone into, with much interest, the leading features being the 'Question Box' discussions, and the Mutual Insurance reports. One of the most important questions from the 'Question Box' was: "What per cent. of the cost should be added for the cost of doing business, or in other words, what per cent. does it cost to do business?' We found that the same thing existed there that exists here—that many merchants had never taken into consideration the cost of doing business at all. Those who took part in the discussion of this question stated that it cost all the way from 15 to 22 per cent., according to the amount of business done. What a surprise this will be to the merchant who marks an article that costs him $1, in the jobber's warehouse, $1.25, and thinks he is making 25 cents clear profit, when really he is making absolutely nothing. As this is a very important matter, I would recommend that our Executive get all the information they can on this matter, and have cards printed, showing an approximate cost of doing business, and send a copy to the different members of this Association.

"The reports from the Mutual Fire Insurance branches showed a saving of from 25 to 50 per cent. on old line rates, and I would strongly recommend that our Mutual Fire Insurance Committee be instructed by this convention to continue its work until we here in Ontario succeed in forming a Mutual Fire Insurance Company for the benefit of our Association members.

"While at these conventions we learned that many of the trade grievances that bother and worry us here, exist there also—such as small manufacturers and jobbers selling direct to the consumer—the unfair competition of the catalogue houses and departmental stores, and the retailers themselves, instead of standing together for fair profits, in many cases sold lines of goods on margins far below what it actually cost to do business. But things had very much improved since Associations had been formed, conventions held, and members became better acquainted with each other, and had learned the folly of doing business for nothing. I would recommend that this convention before its close, appoint a strong committee to confer with a committee that might be appointed by the manufacturers and jobbers, to discuss the matter of 're-sale' prices, and also consider the ways and means of how to best do away with the evil of selling so many staple lines at a margin of profit far below the actual cost of doing business.

"I would also recommend that this Association assist as far as possible, through its Executive, the formation of local Associations.

"In conclusion, gentlemen, let me urge upon you the importance of attending every session of this convention, and of taking part in its discussions. It is your convention—upon you depends the success of this convention and the success of our Association. I would rather hear twenty members express themselves for one or two minutes each than hear one member speak twenty minutes or half an hour. If you have complaints to make, faults to find, suggestions to give, do it during the proper sessions, and do not wait until after this convention is closed. Spend as much time as you can outside of convention sessions in the exhibition hall, among the exhibits, as you cannot learn too much about the goods you are supposed to sell. Visit all the manufacturing plants you can, and see

the class of goods you sell under process of manufacture, place as many orders as you can consistently do with the manufacturers and jobbers here represented. Exchange ideas and thoughts with each other upon the different ways of doing business, and I feel satisfied that we will all go back home better business men and more determined than ever to help on the good work of our Association."

Secretary Wrigley's Report.

The Moffat Stove quartette greeted the secretary when he rose to make his report, with a verse compiled by A. Staples, as follows:

Has anybody here seen Wrigley,
W-R-I-G-L-E-Y
Has anybody here seen Wrigley,
Wrigley with his sunny smile,
Sure his hair is black and his eyes are blue,
And he's Association through and through
Has anybody here seen Wrigley,
He's the Captain of our crew.

The report, which had been printed in the Convention daily, was briefly reviewed, instead of being read in full by the secretary. It follows:

"In making my fifth annual report to you I wish to refer first of all to the hearty support given me by the officers you selected at London a year ago. With hardly an exception I could count upon receiving replies to my letters by return mail, and when meetings of the various committees were called every member responded. Comparisons are always odious so I won't compare. But credit should be given where due and I must particularly commend the keen interest taken in the Association work by President Cinnamon and Vice President Chown. They have given me a great deal of work to do, their letters being full of practical suggestions. If Mr. Chown's work during the past year is anything to judge by he will be a worthy successor to the President's chair during the year to come. That old stand-by, John Caslor, has also been an invaluable co-worker, and his sound sense and keen judgment have helped me very much in making the arrangements for the successful exhibition we have in connection with this convention.

"A secretary's job is no sinecure, as many of you know by experience, but when a secretary has the co-operation of a willing corps of officers, and realizes that his work is appreciated by the members, he is willing to sit up nights and disregard the calls of 'come to bed.'

"Reference might also be made to the broadening out of our Association work by the appointment of a larger number of committees. Last fall special work was assigned to various members, and with few exceptions the assignments made were accepted. As a result several of the committees are already organized and had their work planned by correspondence before the President's gavel was raised in opening the convention. This presages success and indicates that at this, and future conventions, business will come first, and a good time will be looked for inside the walls of the convention and exhibition halls.

"The growth of the Association membership has been very encouraging, and for the first time in our history we have over 300 members in good standing on our books. It is probable that the 350 figure will be reached before the close of this convention.

"Two suitcases were offered as prizes last spring to the traveller and retailer who secured the largest number of new members, but none reached the minimum of six. R. C. Chown, Belleville; J. R. Hambly, Barrie; H. P. Morgan, Peterboro; W. A. Rankin, Ottawa; John Caslor, Toronto; W. F. Macpherson, Prescott; W. W. Bennett, Gananoque; C. W. Conn, Tillsonburg; W. J. Bell, Beeton, and S. B. McClung, Trenton. Among the travellers, W. B. Screaton of the McClary Manufacturing Company, London, secured six, and J. W. Gallagher of D. Maxwell & Sons, St. Mary's, four; P. A. Cheevers, of the Metal Shingle and Siding Company, Preston; Tom Wright, of H. S. Howland, Sons & Co., Toronto, and L. J. Levy, of Boeckh Bros. Co., Toronto, also showed keen interest in enrolling new members. Mr. Screaton is the winner of the suit case.

The enrollment of 85 travelling salesmen as associate members of our Association last year is an indication of the increased interest being taken in our organization by our traveller friends, and the wisdom of opening our doors to the travellers will not be disputed.

Another step further should now be taken and provision made for the enrollment of retail salesmen, the merchants of to-morrow, into our Association as junior members, at a nominal fee of $1 yearly. From our first convention in 1906 until the present, we have had retail salesmen in attendance at our meetings, and some who first attended as assistants now attend as merchants. In Great Britain the ironmongers' assistants have an organization of their own, but in this country the best plan would probably be to form a clerks' branch of our Association just as we now have a travellers' branch, both clerks and travellers electing a chairman to act for them in bringing matters regarding their branches before our Executive or annual convention. I therefore suggest the addition of the following clause to our Constitution:

"Article 2, section 3.—Any clerk, manager, etc., engaged in a retail hardware store in the province of Ontario, shall be eligible for junior membership in our Association on payment of an annual fee of $1.

International Affiliation.

"Several letters have been received during the past year asking our Association to affiliate with the International Federation of Ironmongers' Associations, which is composed of hardware associations representing several European countries,



SECRETARY WRIGLEY REVIEWING HIS REPORT.

as well as the National Retail Hardware Association of the United States. The affiliation fee is only $10 annually, and as the affiliation may be of advantage in securing information on the subject of parcel post laws in other countries, I recommend that we affiliate as requested.

"In connection with this subject appreciation might be expressed for the many courtesies extended the representatives of your Association who visited the Toledo and Detroit conventions during the past year. As a result of ideas picked up at these meetings our office system and convention arrangements have been improved and we can safely say that our exhibition compares favorably with the largest hardware exhibitions held in other countries.

"During the year one firm in Nova Scotia joined our Association and dozens of applications were received for copies of our stove 'lien notes' from retail firms in western Canada and the United States.

"The 'collection letters' supplied to Association members in lots of 100 for $1, continue to be used successfully by a large number of members, the W. W. Chown Co., Belleville, ordering their fifth set last week. The stove 'lien notes' adopted at the London convention and sold at $1 per 100, are now being used by about 30 members. A plumbing estimate form is now being prepared.

"A membership button was also adopted during the year for retail and traveller members and many firms have ordered extra buttons for partners or clerks at 25 cents each.

"Complaints have been received from several members regarding the methods of business used by a Cleveland concern

selling linseed oil and turpentine to Ontario retailers from supply depots in Canadian cities. Your Secretary has been unable to secure satisfactory replies to letters sent this concern and, judging from the complaints, it would seem to be the best policy to buy from reputable houses located in Canada who will be willing to treat customers fairly and courteously.

"An increasing number of complaints are being received regarding the extension of catalogue house competition, and as the jobbers have assured your joint committee that they will co-operate with us in fighting this evil, manufacturers might also be asked to assist by establishing re-sale prices on their goods and strictly enforcing the lists arranged. The cataloguing of a five-foot saw at $1.45 is a case in point, and manufacturers who supply at prices less than quoted to retailers should have the dangers of their actions pointed out to them.

"Invitations have been received from Guelph and Niagara Falls for our 1912 convention, but before accepting either, it would be wise to secure full information regarding the hotel accommodation available. When Peterboro was chosen a year ago, the accommodation available seemed ample, but so large has been the attendance at this year's convention and exhibition that we will all have to submit to inconvenience in order to assist in accommodating the crowds. Guelph, which accommodates several thousands of people at its Winter Fair each December, ought to be a suitable convention place.

"In conclusion, let me urge that every member make it a point to write the Secretary expressing his views on matters pertaining to the trade, as every assistance given in this way helps to make the Association of greater benefit to all members. The organization is yours—use it."

Secretary Wrigley next read the Auditors' and Executive Committee's reports.

EXECUTIVE COMMITTEE'S REPORT.

"Your Executive Committee are able to report another satisfactory year's work, satisfactory chiefly in that our membership is larger than ever before, and that more members are interesting themselves in the work of the Association.

"Your Executive met three times during the year, after the London convention, on Good Friday, and on Thanksgiving Day. The Insurance Committee met twice, the Lien Note Committee once, and the Joint Committee once. A conference was held with representatives of the Retail Merchants' Association regarding plans for co-operating with that body, and Vice-President Chown was sent as a delegate to the R. M. A. convention at Kingston. Your President, Treasurer and Secretary visited conventions at Toledo and Detroit, and at the Toledo meeting particularly gathered some valuable ideas which have been put into practice in making the arrangements for the large exhibition being held in connection with this convention.

"We are pleased to report an increase of about 25 per cent. in the paid membership during the past year. Last spring the books were cleared of members whose dues were in arrears, but though quite a number of names had to be cut off, the loss has more than been made up, and never before was our membership in as satisfactory a condition as to-day. Membership fees showed a net increase of over $200, and the cash balance in the Treasurer's hands shows a similar advance. The volume of money passing through the Treasurer's hands during the year ran well over $2,000, the growth in the Association's business having been such that both the Secretary and Treasurer are now bonded officers.

"Some talk has been heard during the year that our Association is overcharging firms which exhibit at our conventions, and that the Association is making too much money out of this feature. The facts are that the fees charged by us are far below those charged at similar exhibitions in the United States, while the sizes of the booths given to exhibitors by us are much larger than across the line. The rates charged at this convention are practically the same as at London, yet we increased the area of the booths from 68 to 120 square feet, and, in addition, paid for a sign 12 feet by 18 inches for each exhibitor, as well as erecting and decorating the booths as at London last year.

"Expenses in connection with the London and Peterboro exhibitions will average between 60 and 70 per cent. of the receipts. The balance is not an extortionate profit, taking into consideration the large amount of work undertaken by your Secretary in arranging the details of this important feature of our annual gathering.

"The chief value of the exhibition lies in its educational features and in its ability to encourage members to attend our conventions. We urge members to show their appreciation of the assistance given us by the exhibitors by placing orders during the convention. And we particularly urge that enterprise be encouraged—that the exhibitor who goes to the trouble of showing new lines, of demonstrating them, and of trying to make his booth a place where merchants and clerks can go for selling ideas, should be encouraged. We are pleased to see the salesmen who have a glad hand and a good cigar for us. They help to make up the crowd. But the exhibitor who shows originality and enterprise is helping us in a manner which deserves encouragement.

"We suggest to the Resolutions Committee that they draw up suitable expressions of thanks to the Peterboro city council for their hearty welcome to us, and to them, as well as to Col. Stevenson and the officers of the 57th Regiment and Artillery Corps, for the use of the armories.

"Also to the Gillette Safety Razor Co., of Canada, for the magnificent badge supplied to all in attendance at this convention, as a gift from that enterprising company.

"We recommend that the words 'or any other Canadian Province' be added after the word, 'Ontario,' in Article 2, Section 1, of the Constitution. Also that the words, 'the first day of March of each year,' be omitted from Article 1 of the by-laws, and the following words substituted: 'The first day of the annual convention,' and that the word 'Association' in the third last line of Section 5, Article 3, be struck out, and the word 'executive' substituted.

"These amendments are intended, (1) to make it possible for hardware men from other provinces to join the Ontario Association if their own province is not organized, and (2) to make the membership year end at the close of each annual convention."

WESTON WRIGLEY, Secretary.

AUDITORS' REPORT.

The following is the Financial Statement of the Ontario Retail Hardware and Stove Dealers' Association for 1910:

Secretary's Report.

Receipts:		
Membership fees received	$762 00	
Travelers' fees	85 00	
London Convention and Exhibition	890 00	
Supplies	51 00	
On Peterboro Convention account	25 00	
		$1,813 00
Disbursements:		
Paid to Treasurer		$1,813 00

Treasurer's Report.

Receipts:		
To cash balance, Dec. 31, 1909	$ 326 46	
Interest	15 00	
Received from Secretary, in 1910	1,813 00	
Total		$2,154 46
Expenditures:		
London Convention and Exhibition	$619 97	
Secretary's salary and office expenses	371 65	
Job printing	189 10	
Executive traveling expenses	298 00	
Mutual Insurance Committee	99 60	
Organization expenses	49 55	
Bonds for Secretary and Treasurer	7 50	
Total expenses		$1,635 37

Standing of Association.

Assets:		
Cash on hand, Dec. 30th, 1910	$519 09	
Saleable stock on hand	24 00	
Total		$ 543 09

Liabilities:—None.

Audited and found correct,

J. W. PEACOCK,
S. M. BURT,
Auditors.

Toronto, Feb. 9.

On motion all the reports were referred to the Resolutions Committee, together with the following recommendation made by President Cinnamon:

"I would recommend that arrangements be made, satisfactory to the members of this convention, with the Canadian Hardware & Stove Journal, that it become the recognized official organ of this Association."

Convention Committees.

The following Convention Committees were then elected:

Press Committee, to issue reports of convention to daily press—D. Brocklebank, D. Cinnamon and W. F. Macpherson.

Exhibition Committee—M. S. Madole, convener; superintendent of exhibits, Ray Best; W. J. Bell, C. W. Conn; Thursday, T. N. Nash; Friday, R. H. Blackmore.

Resolution Committee—H. Occomore, convener; W. W. Bennett and W. F. Macpherson.

Nominating Committee—D. Brocklebank, W. J. Carter, G. A. Binns, J. R. Hambly, A. W. Humphries, and W. A. Rankin.

Question Box Committee—Wm. Magladery, convener; C. F. R. Taylor, Ed. Wanless, Geo. W. Ecclestone, and A. R. Dundas.

Discipline Committee—M. S. Madole, convener; W. J. Bell, D. McNab, W. A. Rankin, A. A. Bittues, and S. E. Waffle.



W. B. SCREATON, McCLARY'S. The first traveler to win a suitcase.



TOM WRIGHT, "HOWLANDS" Chairman of the "Traveler's Hour."

Presentation of Suit Case.

President Cinnamon opened the "travelers' hour" by calling Walter B. Screaton, one of McClary's top-notch salesmen, to the front, and, after saying some very complimentary things about the "boosting" qualities of travelers in general, and Mr. Screaton in particular, presented him with the first suitcase ever awarded a traveler for securing new members for the Association. Mr. Screaton replied briefly, saying that he believed the Association was a good thing for both retailers and travelers, helping, as it did, to create a more friendly feeling amongst the trade.

President Cinnamon then abdicated the chair to Tom Wright, of H. S. Howland, Sons & Company, chairman of the Travelers' Committee, and who says he is going to give Mr. Gallagher, of D. Maxwell & Sons, this year's runner-up, a chase for the honor of winning next year's traveler membership contest.

Salesmanship's Foundation Stones.

Mr. Wright said that years ago, when traveling in Manitoba and Saskatchewan, he had learned the benefits of associations. "The retailers who belong to the Association are the best friends the travelers can have. You can count on their honesty every time. Every traveler should be a booster for this Association," said Mr. Wright.

A. S. Howe, of the Dover Manufacturing Company, who was first called upon, said there was no place he felt more at home than amongst hardware dealers.

"The traveller of to-day in order to be sucessful," said Mr. Howe, "must use as the foundation stones upon which he must build his career, faith, loyalty, patience, power and courage.

"You must have faith in the house you represent and in the goods you sell in order to present yourself in a manner that will count and tell for your customer.

"Volumes have been written on loyalty, and more can and will still be written. Upon how closely you ally yourself with this one word depends to a very large extent your success. There will be times when you will be severely tested, but there is only one way which you can answer this question,—do the square thing by your house, by your dealer and by yourself.

"Patience is the traveller's entering wedge and the golden stone upon which to always rest. He that can control himself and wait will sooner or later appreciate that old motto 'All good things come to him who waits.'

"Upon how firmly you have braced yourself upon these principles depends in a very large degree how much power you can within yourself create. We must create within ourselves the life-saving power to move onward. Dear travellers, in the hours of your quiet and calmness after your day's work is done in the open field is the time for you to gather unto yourself the elements which will create this life-giving power for you.

"Never allow yourself to be disheartened. It matters not what may come to you. If it be trial, face it. If it be disappointment, take it. If it be affliction, bear it. The more of trial, disappointment and affliction we have, if we take it in the spirit which the Maker gives us, the more courage it will create for us.

"My dear friend, the late Mr. Carey, who was for some twenty years with the Atkin's Saw Company (I attended Mr. Carey's funeral some ten days ago), was once asked why he was always so successful, and his answer was 'To these three words I attribute my success, faith, loyalty and courage.'

"I trust we may many times have the pleasure of meeting again, and wish you every success."

George E. Boomer, of Shurley & Dietrich, said the retail conventions were as beneficial to travellers as to retailers, as being largely free from business cares, the opportunity is given to become really acquainted with customers.

J. A. Hossack, Lufkin Rule Company, said he had been like the president, and thought the organizers of the Association a bunch of long-haired dreamers. He had changed his mind, however, and he wouldn't miss a convention now for a good deal. "My tapes are sold through the jobbers," said Mr. Hossack, "but in my display I've got many lines dozens of you have never seen. You can learn a lot by seeing my samples and I can learn a lot by talking with you during the convention."

How the Retailers Are Protected.

A. A. Bittues, Gillette Safety Razor Company, who was next called upon, said he had recently heard the complaint made that many manufacturers and wholesalers sell at retail to people outside the trade.

"We monthly send out our 'Special Service Men' to

wholesalers and jobbers," said Mr. Bittues, "and unknown to the heads of the house, try to get a wholesale price on a single article. One of our men visits a wholesale hardware house, asking the clerk for a Gillette razor. The clerk asks: 'Where are you from?' 'Oh, I want to buy a razor for myself.' 'Are you in the



A. A. BITTUES, MONTREAL.
Chairman of the Manufacturers' Session on Thursday.

trade?' 'No.' 'Where do you work?' 'For the Reeford Steamship Company,' etc.

"Out of 82 special calls this year," continued Mr. Bittues, "we have succeeded in buying but two razors under these conditions. This method, you will understand, however, is to simply keep a check on the wholesaler so that we may protect the retailer.

"Recently a certain large retail hardware man had occasion to make the statement that the wholesale houses wholesaled single razors to anybody and everybody who came in, and that he could buy one at the same price that we sold 144 at. Two of our Special Service Men took his house orders and presented them at two large jobbing houses and were charged the regular price which should be accorded the retailer who buys one razor, this case showing that the wholesale price of our goods is being maintained as well as a general refusal to sell to individuals at the wholesale price.

"Personally you have our assurance that we will not retail to any individual as long as the retailers keep faith with us and press the sale of our goods, nor will we sell to any individual at other than the straight retail price. In our ads. we don't say, 'Send US your $5.00,' or,, 'You can have the razor on thirty days' trial.' On the contrary we say: 'Ask your local dealer to show you the razor.' or, 'Our Depot Sign on the store front denotes the dealer who has the Gillette for sale.'

"As a manufacturer I appreciate the opportunity of being able to mingle with my retail customers," concluded Mr. Bittues, and the members present showed their appreciation by hearty applause.

Russell Chown Criticizes Travellers.

Vice-President Chown butted in here, and said a great change had taken place in the methods of salesmanship in recent years, but more will be made in the wholesale as well as in the retail end of the business.

"A number of years ago," said Mr. Chown, "the Hon. Bella Flett conducted a general store in our city and when a customer would come in and price an article and complain about its price, he would throw the goods he was showing up on the shelf and say, 'they are higher now,' and be very independent whether he made that particular sale or not. Business cannot be conducted that way to-day.

"From the retailers viewpoint we believe there are too many orders and too few salesmen representing the jobbing houses, and the result is that too many cheap goods are being sold where articles of quality might be disposed of were more enterprising methods used to introduce these to the retail trade.

"For instance, a traveller for a jobber calls upon a retail merchant and shows him a line of axes. He does not carry samples, simply pictures in his catalogue, and he shows a line at $8.50, another at $7, another at $6, and finally reaches a line at $5. Taving reached the bottom of the scale the retailer is interested, and being assured by the salesman that the line is a good one, he places an order for a few dozen of the cheapest line quoted upon, the traveller making little or no effort to interest the retailer in a better line of goods, in fact, being not equipped himself with the necessary knowledge and enthusiasm to make it possible for him to instruct and enthuse his retailer customer, whereas if he could tell his customer the different quality of steel and the difference in the manufacture, he could readily understand why the better-priced axes were the ones he should buy, and the retailer in turn would be in a position to pass the selling information on to the consumer, who would readily be willing to pay a little more for an article of quality.

"The result would be the wholesale house would make a better profit, the retailer would make a better profit and the consumer would receive a better article and he would have more faith in his hardware dealer as a man who handled reliable and satisfactory goods and he would secure some free advertising from each sale of quality.

"The leading hardware jobbers in the United States have adopted a unique plan to increase their sales and have engaged a number of specialty salesmen who call on the retail trade to sell only one line of goods, in



R. C. CHOWN, BELLEVILLE.
Who can talk logically as well as ride the water wagon.

fact, five or six of these special salesmen will call on the same retailer, each carrying a full line of samples with which he is thoroughly familiar, and will take time to explain to these merchants the many points of merit which can be used as selling talks. Competition never

sleeps, the other fellow is trying to get your business. That is human nature and if the Canadian jobbers do not change their tactics they will find their business will pass from the regular channel from manufacturer to retailer. The times have changed and they must realize that it is necessary nowadays to sell more from samples rather than from picture books. I noticed in an American trade paper a few days ago that the Norvell Shapleigh Hardware Company had increased their business over $3,000,000 in two years, over the same ground by the same salesmen.

"The exhibition feature in connection with hardware conventions are a great help for progressive and wideawake dealers who desire to get in touch with all the lines being put on the market. The retailer by examining these goods and in conversation with the salesmen in charge of these exhibits, can learn more in three or four days at a convention than in a whole year from the jobber's salesman who calls on him and endeavors from a catalogue, instead of samples, to demonstrate selling points on each line he offers.

"There are some manufacturers at this convention showing lines they have been making for years, but which scores of retailers have never seen. The weak point seems to be in the method which the jobbers have followed for many years. Just as the retailers' great warfare against mail order competition is in knowing your goods and being able to demonstrate them personally to his customers instead of letting him buy from pictures, so will the jobbers' salvation be in stopping the trend of trade from retailer to manufacturer by having their travellers act as salesmen rather than order takers, and by selling from samples rather than from pictures in catalogues.

"If this method were adopted more universally the retailer would be in a position to purchase a bigger range of goods from the jobber in smaller quantities and thus keep his stocks well assorted without tieing up too much capital, and save money on freight and extra bookkeeping looking after these accounts. The experiment is worth trying, gentlemen, for a year, and I feel confident that you will find the retailers will appreciate this new policy of your business by giving you enough extra business to warrant this expenditure.

"We all need the three G's," said Mr. Chown, in conclusion, "Guts, Gumption and Ginger."

Hossack Talks Frankly.

H. S. Murdock, Metal Shingle & Siding Company, Henry Clucas, Canada Paint Company, and A. F. Collins, International Distributing Company, spoke briefly in support of talking quality and maintaining prices.

Then J. A. Hossack asked for the floor again to follow up Chown's criticism of travellers. "The most difficult thing the manufacturer has to contend with is to get the jobber to sell goods from sample. It isn't the quantity of goods you sell—it's the profits you make. Then sell the tape that carries a margin of profit. The average traveller sells on a price basis and the jobber says that as he has 15,000 articles to sell he cannot carry samples of them all. But he can carry samples of special lines and feature different lines throughout the year. The jobber says you retailers won't go to see samples in a hotel, but that's what you should do. Get all the information you can about the goods you sell."

"Talk about selling from catalogue," Mr. Hossack wound up, "none of you would marry a girl from a pretty picture—you'd want to see the sample itself."

Frank Taylor, Carleton Place, said he had a sample room in his store where travellers can show their goods. "There are too many travellers calling on retailers," said Mr. Taylor, "and too many of them are train catchers, always watching the time table to see what time the first train leaves."

"Get a better hotel in Carleton Place," put in C. M. Woodburn, E. F. Walter & Son, who said he carries fourteen trunks of specialties and has no trouble getting retailers to come and see his samples.

Tom Wright then told of how he had made his first sale to President Cinnamon. If he hadn't had a few samples in his pocket he wouldn't have got an order. Mr. Wright commended the hardware exhibition in the Armouries for its educational value and suggested holding two conventions each year.

W. J. Carter, Picton, as a retailer, said the traveller for a jobbing house should sell his bulk goods from a catalogue, but also carry a grip with samples of special lines. "We try to let every traveller away by the first train," said Mr. Carter, "as his time means a lot of money."

S. E. Waffle, Smiths Falls, told how James & Reid, Perth, had a ladies' rest room in their new store and how numerous sales of wall paper are made to visitors from a wall paper rack in the rest room.

L. J. Levy, Boeckh Bros., N. Turner, McClary Manufacturing Company, N. B. Misener, manufacturers' agent, J. D. Robinson, Imperial Varnish Company, and J. Smyth, Boeckh Bros., were called on and spoke briefly.

Secretary Wrigley, in closing the discussion, said the "travellers' hour" had been such a success that it ought to be made a "travellers' afternoon." At the Michigan convention last August a similar "travellers' hour" had not been nearly as interesting as the hour conducted by Mr. Wright.

WEDNESDAY AFTERNOON SESSION.

The second session of the convention was called to order about 2.15 Wednesday afternoon, the delay being caused by overcrowding and difficulty in handling the crowds in the dining rooms at the different hotels.

President Cinnamon, in opening the meeting called to the front H. T. Kirk, President of the British Columbia Retail Hardware Asociation, Wm. Maxwell, of the Iver Johnston Arms & Cycle Works, Fitchburg, Mass., and A. M. Hunt, who had acted as local secretary of the convention at London a year ago.

Telegrams were read from J. A. Beaudry, Secretary of the Retail Merchants' Association, Montreal, and from Colonel MacLean, Toronto, expressing their regrets at being unable to attend the convention. A letter was also read from T. H. McLaren, Galt, wishing the convention success.

The first speaker called upon was Fred C. Lariviere, Montreal, an honorary life member of the Association. Mr. Lariviere expressed his appreciation of being with his many friends in Ontario again and stated that if he could be of assistance to any visitor to the convention in giving advice or information regarding any branch of the trade he would be pleased to have visitors call at his room in the Oriental Hotel.

H. T. Kirk, the first fraternal delegate ever received by the Ontario Association from British Columbia, was the next speaker. Mr. Kirk explained his presence by the fortunate circumstance of a duplicate letter being sent by Secretary Wrigley to Vice-President Martin of the British Columbia Association, the original letter inviting him to attend the convention having gone astray. "As soon as Mr. Martin received the second letter he brought the matter to the attention of the executive of our British Columbia Association and they

instructed me to catch the train that night for Peterboro." Mr. Kirk, in speaking about the work of the Association in British Columbia, stated that their chief difficulty had been in securing a capable secretary.



FRED C. LARIVIERE, MONTREAL.



H. T. KIRK, NEW WESTMINSTER.

Without a good man at the helm it is difficult to hold the members together. The great problem, he stated, in Vancouver and Westminster, as well as in other parts, was that of price cutting, but he stated that conditions in New Westminster were very favorable and a meeting of the hardwaremen of that city could be called on an hour's notice. Mr. Kirk strongly criticized the action of jobbers and manufacturers who supplied price cutters with goods or who went beyond the legitimate bounds of the hardware trade to supply nails, building paper and other staple lines to grocers and others who did not carry a general stock of hardwae. He thought that ways might be found whereby the Ontario and British Columbia Associations might work together in the future. In closing Mr. Kirk extended a hearty invitation to any Ontario dealer to attend and participate in the Ninth Annual Convention of the British Columbia Association to be held at Vancouver on March 7th.

Wm. Maxwell, Fitchburg, Mass., responded briefly to President Cinnamon's invitation to address the delegates. He stated, however, that as he was down on the programme to speak on Thursday night he was going to speak very briefly. From his knowledge of the hardware trade in Canada he stated that the trade in this country was on a better basis than in the United States, there being less foam and froth to be found at meetings at Canadian conventions than at meetings across the line.

A. M. Hunt, London, stated that he was glad to renew the friendships formed at London a year ago, and he expressed surprise and satisfaction at the wonderful development which the Association and exhibition had made during the year. As a reminder of the London convention, Secretary Wrigley called for the hardware yell and it was rendered in old-time style.

An argument arose over the suggested arrangement of a special trip to the Canadian General Electric Company's plant on Thursday morning. The Secretary strongly opposed this addition to the programme, stating that as the Canadian General Electric Company had declined to co-operate in making the convention a success that the delegates to the convention should spend their time in the Armouries with exhibitors, rather than leave the hall deserted and spend several hours in visiting a factory having only a remote connection with the hardware trade. About a dozen signified their desire to visit the plant, a special visit being arranged at 8.30 on Thursday morning.

President Cinnamon then called for the reports of the various convention committees.

MUTUAL INSURANCE COMMITTEE REPORT.

"Your committee regret that they are unable to report very much progress made during the past year. In the first place, our most earnest worker, J. Walton Peart, removed to Regina, and your committee was handicapped in not having anyone who was able to devote the time and ability Mr. Peart has given to this work.

"A second obstacle was the death of J. Howard Hunter, Registrar of Insurance for the Province of Ontario. While Mr. Hunter was our chief opponent in securing the approval of the Ontario Government to our proposed amendments to the Ontario Insurance Act, Mr. Hunter's death, and Attorney-General Foy's illness, have caused delays which have held us back. Mr. Foy states that nothing can be done with our request for legislation until a successor to Mr. Hunter is appointed, but he assures us that in the revision of the statutes, now going on, our suggested amendments will be given consideration.

"A deputation waited upon Mr. Foy and Mr. Hunter last May, and had a rather exciting controversy with the latter gentleman, he taking a strong stand in opposition to our position. Your Secretary has had three interviews and considerable correspondence with Attorney-General Foy during the year, but cannot say that much progress has been made.

"The members of the Association have also been rather lax in supporting your committee, only about 60 out of 300 having made provisional applications for policies in response to two letters sent out asking for these applications to assist us in our work. While we have about $150,000 worth of insurance applied for we should have at least $500,000 in sight before going further in our campaign. Mr. Brocklebank is to make a canvass of the delegates to this convention for additional applications.

"The wonderful success of the Retail Hardware Mutuals in the United States, and the great assistance they have been to the Association movement there, should encourage us to leave no stone unturned in carrying our fight to a successful conclusion. To do this, however, others besides your committee must bestir themselves. Much depends upon the action of this convention and the selection of a live committee, as to whether or not we are able to form our organization during the coming year.

"I would suggest that our retiring President, Mr. Cinnamon, with past President Brocklebank, of Arthur, and E. B. Westwood, of Toronto, be the Mutual Insurance Committee chosen to carry on the work so ably begun by Mr. Peart."

WESTON WRIGLEY, Acting Secretary.

After the report had been read by Secretary Wrigley, Mr. Brocklebank took the floor and requested the retailes to give more active assistance to the insurance work. He announced his intention of making a per-



PAST PRESIDENT BROCKLEBANK, ARTHUR.
Chairman of the Mutual Fire Insurance Committee.

sonal canvass for provisional application for insurance during the balance of the convention.

Several members asked that a more simple application form be printed and circulated amongst members. Many of the questions asked, they pointed out, were un-

necessary until definite application for insurance was called for. Mr. Brocklebank moved, seconded by W. A. Rankin, Ottawa, that the committee report be received, that members be asked to hand in signed applications before the close of the convention, and that the meeting urge the incoming committee to continue their work and endeavor to accomplish something during the coming year. Resolution was adopted.

The following letter was received from J. Walton Peart, Regina:

"Dear Mr. Wrigley,—I will be glad if you will convey my best regards to the members of the Association, and my earnest wish that this convention may be most successful.

"Naturally after being connected for such a length of time with your Mutual Insurance Committee, and believing as I do that the permanency of the Association will depend largely on that department, my interest is, to a great extent, in that phase of your work, and it is with the obect of urging upon your members not to drop your campaign in this regard that I take the liberty of writing you.

"The experience of the American Mutual Insurance Companies has been such as to convince the most sceptical that such a branch of your Association would effect a great saving in premiums to your members. I need scarcely say to you who formed part of our deputations and took such a prominent part in our interviews with the Ontario Government, that the treatment we received at the hands of the late inspector of insurance was very unjust, and since not a single argument advanced by us has ever been successfully answered by the department, I hope that the new inspector may make a more favorable report to the Cabinet and you may be successful in your petitions.

"It would be almost useless to offer my services any further to the committee and my name, of course, will be dropped this year from that body. Be assured, however, of my good-will, and of anything which at this



LT. COL. J. B. MacLEAN, TORONTO
Elected Honorary Life Member at Peterboro Convention.

distance can be done, being done most cheerfully to further your cause."

Lien Note Committee Report.

Chas. W. Conn read the report of the Lien Note Committee as follows: "A meeting of your committee was held at Stratford on January 26th and, after a lengthy discussion the following form was printed to be used by members of the Association doing a plumbing business. This form enables the dealer to estimate

ESTIMATE ON PLUMBING

For M

Bath
N. P. Comb. W. and O.
Lavatory
Closet (Complete)
Lead bend 4 inch
Brass thimble 4 inch
Sinks
Bibbs
Pumps
Laundry Tubs
Traps
Bibbs
Boiler
Stand
Couplings
Bibbs
Soil Pipe 2 inch.
4 inch
Y's
T's
Offsets
Bends
Hubs
Traps
Vent caps
Sheet lead
Iron Pipe ⅜ inch
½ inch.
¾ inch
1 inch
1¼ inch
Pipe fittings
Lead Pipe 1 inch
1¼ inch
Stop-cocks
Check valves
Lawn service
Oakum
Gasoline
Pig Lead
Solder
Sundries
Freight and Cartage
Labor
Total Cost
Profit ... $
Price Quoted $

any plumbing job in a few minutes after he has taken off exact measurements and without any possibility of forgetting to figure on some article or other which is necessary to the job. We recommend that these forms be printed and sold by the Secretary to members of the Association in lots of 100 or more.

J. R. MYERS, Stratford.
S. L. ADOLPH, Listowel.
C. W. CONN, Tillsonburg."

On motion the report was adopted.

Resolutions Committee Report.

W. W. Bennett, Gananoque, Secretary of the Resolutions Committee, read the following report, and it was taken up clause by clause:

RESOLUTION COMMITTEE'S REPORT.

We have carefully considered the annual reports of your President, Secretary and Executive Committee and submit resolutions on matters which have been under consideration for some time past, all of which we submit for your serious consideration:

1.—Legislative Committee: Resolved that a Legislative Committee of three members be appointed by the Executive of this Association, to co-operate with similar committee of the Retail Merchants' Association in matters affecting the interests of members of this Association, and to such other matters as may be referred to the committee.

2.—Official organ: Resolved that this convention accept

the offer of the publishers of Canadian Hardware and Stove Journal of two pages in each issue in which to publish the official news of this Association.

3.—Clerks as members: Resolved that Article 2, Section 3 of by-laws and constitution read as follows: "Any clerk or manager engaged in a retail hardware or stove store in the Province of Ontario shall be eligible for junior membership in our Association on recommendation of their employers and on payment of an annual fee of one dollar.

4.—Amendments to Constitution: We recommend that the words "or any other Canadian province" be added after the word "Ontario," in Article 2, Section 1, of the Constitution. Also that the words "the first day of March of each year" be omitted from Article 1 of the by-laws, and the following words substituted, "the first day of the annual convention."

5.—That Section 5, Article 3 of the Constitution be amended by substituting the word "executive" for the word "association."

6.—Weights and measures: Whereas, in the opinion of this Association the present system of charging dealers for re-inspection of scales, weights and measures is unjust to the merchant, being in the interest of the general public; be it therefore resolved, that the Government be petitioned to assume the expense of such re-inspection charges, and that the Secretary be instructed to send a copy of this resolution to the Honorable Minister of Inland Revenue.

7.—Uniform size price lists: Resolved that it is advisable to take steps in the interest of the manufacturers or issuers of price lists as well as the retail trade, to adopt a uniform size and that the incoming executive or Joint Committee take necessary steps to attain this end.

8.—Division Court Act: Resolved that this Association deems that amendments to this Act are necessary to make more easy the recovery of accounts due by garnishment, etc., and that the matter be referred to the Legislative Committee for action.

9.—International affiliation: Resolved that this Association affiliate with the International Federation of Ironmongers' Associations, at an annual fee of $10.

10.—Binder twine re-sale prices:: Resolved that all manufacturers of binder twine be asked to adopt a re-sale price on same.

11.—Price maintenance: Resolved that this Association support and encourage all manufacturers to adopt re-sale prices on all lines of goods manufactured by them.

12—Fraudulent advertising: Resolved that this Association petition the Government to enact laws to prohibit fraudulent advertising of any kind whatsoever, and matter be referred to Legislative Committee.

13.—Transient merchants and peddlers: Resolved that this Association desire more stringent laws regulating hawkers, peddlers and transient traders doing business in the Province of Ontario. This matter to be dealt with by Legislative Committee.

14.—Parcel post and co-operative bills: Resolved that this Association take a strong stand against these bills, and that our Legislative Committee be authorized to take such steps as may seem necessary to prevent any such legislation being enacted that would interfere with the commercial rights of all merchants.

15.—Dominion organization: Resolved that the new Executive Committee consider the subject of arranging a plan whereby hardware merchants in other provinces may become affiliated with our Association if they desire to do so.

16.—Mercantile commission: Resolved that our Association write a letter to the Minister of Trade and Commerce urging him to have a mercantile commission appointed similar to the Railway Commission, to look after mercantile complaints, and to co-operate with Retail Merchants' Association in this matter be recommended.

17.—Votes of thanks: Resolved that a vote of thanks be tendered Col. Stevenson, the 57th Regiment and Artillery Corps for the use of their armories.

18.—Resolved that a vote of thanks be given to the council of the city of Peterboro for the hearty welcome they have given us, and all they have done to make our convention a success.

19.—Resolved that a vote of thanks be sent to the exhibitors for their exhibits and the advantages to be gained from this feature to the retail merchants assembled.

20.—Resolved that a vote of thanks be tendered the Gillette Safety Razor Co. for their very handsome badge presented to our members.

H. OCCOMORE.
W. W. BENNETT.
W. F. MACPHERSON.

Clauses 1 and 2 were adopted without a dissenting voice.

Clause 3 raised a discussion, however. D. MacNab, Orillia, expressed his opposition to allowing clerks to join the Association. 'We took in the travellers last year. Now you want to take in the clerks, and next year you may want to take in our wives and then we will be down and out," said Mr. MacNab. Frank Taylor, Carleton Place, asked what status clerks had now, and it was pointed out that clerks were allowed to attend the meetings, but had no standing whatever. It was also pointed out that the suggested amendment to the constitution would merely give the clerks a standing as delegates without allowing them privilege of voting. R. Hawkins, Smiths Falls, moved that the clause be amended by adding the words, "that clerks be admitted only on recommendation of their employer." The clause as amended was carried by a vote of 30 to 26.

Resolutions 4, 5, 6, 7 and 8 were adopted without discussion. Clause 9, recommending the affiliation of the Ontario Association with the nternational Ironmongers' Federation, was defeated, Messrs. Caslor, Brocklebank and Madole stating that they saw no advantage in affiliating with hardwaremen in Great Britain and other European countries. Resolutions 10 to 20 were carried unanimously.

The meeting adjourned at 5 p.m.

THURSDAY AFTERNOON SESSION.

The closing session of the convention was called to order at 2.15 by President Cinnamon, a telegram being read from A. R. Dundas, Cobourg, stating that he had been detained at Detroit, but he wished the convention every success. Another telegram was read from E. Fielding, Toronto, suggesting that the convention discuss the question of adulteration of linseed oil and turpentine.

The following letter was then read from C. Dolph, Metal Shingle & Siding Company, Preston: "The Peterboro convention should be an inspiration to all who are in attendance. Its success should be particularly gratifying to those who have labored for its welfare. What are you going to do if it continues? I make the suggestion that you hold open air meetings in July and I extend the Association, for its first open air meeting, an invitation to come to Preston, the best manufacturing town in Ontario. I desire that you consider for a few minutes 'Sheet Metal Building Materials.' The handling of this line properly belongs to the hardware trades. It should command their earnest attention, as it can be turned to profitable account in itself, and besides will induce other profitable trades. I will not dwell on conditions leading up to present methods of marketing sheet metal products, but would like to point out that a year or two back hardware dealers complained about the attitude of the manufacturer in not maintaining prices. To-day the situation is reversed and the manufacturers are complaining that the trade do not maintain prices, and reap profits which are rightly theirs. Metal goods can be made to yield satisfactory profits by any progressive dealer in almost any district in Ontario, but the trade will not come to the dealer who stands behind the counter, and waits for it, but I believe that I can suggest a plan which will work out satisfactorily to busy dealers who have not the time to personally canvass their district. I suggest the card index system. A card for every farmer in the district. This card to be printed ready to file with the name of farmer, tenant or owner, number of acres, when likely

to build, and a place for information in regard to all leading lines which the dealer wishes particularly to sell. This I believe will be a means of keeping dealers in touch with prospective buyers in such a way as to largely increase their trade. By having a clerk call upon these prospects from time to time to gather information,



RETIRING PRESIDENT CINNAMON



PRESIDENT ELECT CHOWN

the cards may all be kept up-to-date, and would be a valuable aid in selling. This idea has been only briefly suggested, here but I shall be glad to assist any dealer who is interested in working out the scheme for his own neighborhood, and I am confident that it will bring results. A letter written to me at Preston will bring a prompt reply, with all the information I am able to give on the subject."

Drawings were then made by the Secretary from slips placed in a hat in two competitions conducted by the Northern Aluminum Company and the Dominion Cartridge Company, the winners being announced elsewhere.

Then life was put into the convention by the arrival of Harry Bennett, the well-known entertainer. In the absence of J. S. Weichel, of Waterloo, Mr. Bennett sang the convention song composed by Mr. Weichel. Mr. Weichel's hits on Messrs. Cinnamon, Chown, Wrigley, Caslor, and the city of Peterboro drew forth rounds of applause from the manufacturers and retailers present. The song will be printed in our April issue.

Manufacturers Given the Floor.

President Cinnamon called upon A. A. Bittues, of the Gillette Safety Razor Company, and turned over the chairmanship of the meeting to him for an hour.

Mr. Bittues said he would like to hear manufacturers and retailers express themselves regarding the attitude which retailers are taking towards the exhibition.

F. M. Tobin, Tobin Arms Manufacturing Company, Woodstock, was the first speaker, and he voiced the sentiments of all the exhibitors by expressing his thanks for the opportunity of having a heart to heart talk in the convention hall, as well as in the exhibits in the Armouries. "Too often," said Mr. Tobin, "the acquaintance of manufacturers and retailers is limited to correspondence, and manufacturers do not get to know the views of their retail customers. Conventions overcome this obstacle, and we manufacturers are delighted to see you at least once each year. We are pushing the slogan 'Made in Canada,' and are going to make it warm enough to appeal to your most tender spot, your pocket book," said Mr. Tobin, in conclusion.

A. J. Barnett, Iron Age-Hardware, New York, who was then introduced, said that this was his first visit to a hardware convention in Canada. He urged the Ontario Association to make every effort possible to organize a mutual fire insurance company. He congratulated them upon the successful question box discussion held the previous evening.

T. B. Williamson, buyer of H. S. Howland, Sons & Company, Toronto, spoke from the jobbers' standpoint, and said that in his opinion it was up to the manufacturers to create a demand. "The jobber," he said, "is essentially a distributor of goods. The jobbers will sell anything the retailers want and they are desirous of supplying the Canadian goods if possible, but," Mr. Williamson repeated, "it is for the manufacturer to introduce and make new lines popular."

Chas. F. Smallpiece, manager Taylor-Forbes Company, Montreal, strongly advocated the selling of Canadian-made hardware. "I have recently run across," said Mr. Smallpiece, "several cases where goods were being imported into Canada. The imported articles are under weight and scamped in various methods of manufacture, yet they are being bought by Canadian dealers at the same price that goods of honest weight can be had from Canadian manufacturers. You retailers do not always look as closely into the lines you order as you should." He expressed disappointment that in the majority of the large buildings in Ontario and Quebec imported builders' hardware was largely used. "In Canada," concluded Mr. Smallpiece, "we manufacture as good hardware as any country in the world."

A. S. Howe, Dover Manufacturing Company, said: "If you Canadian retailers will give us the volume it will not be long before we erect a plant in Canada. In fact we have the matter under consideration already."

T. W. Caley, Peterboro Lock Manufacturing Company, said he had spent 36 years in the leading builders' hardware factories in the Eastern States, but had been brought over to Canada to assist in improving the quality of the lines of builders' hardware manufactured in this country. "Canadians," he said, "can manufacture just as good goods as are made in the United States. To live and grow in this country, the manufacturers must have the support of the Canadian jobbers and retailers."

J. J. Turner, Sr., Peterboro, told of how greatly he had been surprised by the immensity of the exhibition



SECRETARY WRIGLEY.



TREASURER CASLOR.

and convention. "When Mr. Wrigley first called on us a few months ago," he said, "we had no idea that the convention would be of the size it is. We have been delighted beyond measure, and only hope that we can have you visit Peterboro again at some future occasion." Mr. Turner spoke of his 42 years' experience in

manufacturing, and told of exporting tents made in Peterboro to England.

Fred C. Lariviere, speaking as a jobber and retailer, said he gave the Canadian manufacturers the preference wherever possible.

M. F. Irwin, McClary Manufacturing Company, said he could go Mr. Turner one better, and mentioned two recent orders received for McClary goods: one from the Fiji Islands, and another from Russia, but added that there were not twenty-five per cent. as many stoves coming into Canada to-day as three years ago.

President Cinnamon then took the chair again, and called for the report of the Joint Committees.

JOINT COMMITTEE'S REPORT.

"Your Joint Committee beg leave to report as follows: We had a meeting in Toronto on January 23, which was attended by President Cinnamon, Secretary Wrigley and Messrs. Hambly, Adolph and Bennett. At this meeting we met a committee from the Wholesale Hardware Association, including President Alexander, Secretary Hardy and Messrs. S. R. Kennedy, W. H. Lawson, F. N. Newman, and T. G. Dexter.

"The subject of cartage and boxing charges was very thoroughly discussed by both committees and a strong fight was put up to have these unfair charges abolished, but we are sorry to say, without result to us, as the Wholesale Hardware Association claim that it is impossible for them to abolish these charges. We feel that when our Association becomes stronger that we will then be in a position to say to the wholesalers that we demand that there shall be no charge made us for boxing or cartage, and we are satisfied that our demands will be granted. As an Association, we must keep this idea uppermost in our minds and we know that results will be accomplished.

"The wholesalers' committee agreed that their members would give no advantage to departmental stores, and that they would loyally protect the retail dealers.

"Their committee also promised that they would assist us in all our efforts in fighting co-operative and parcel post bills, and do all in their power to assist in fighting unfair legislation.

"Your committee also looked into the matter of establishing a freight claims' bureau. After due enquiry among a few of the American Associations in regard to the working out of this scheme, we find that on account of the heavy expense incurred in maintaining a freight claims' bureau, that at present we would not recommend our Association to undertake this work."

W. H. BENNETT, Secretary.

The report was adopted without discussion.

Election of Officers.

The Nominating Committee recommend the following officers for the coming year, and although it was suggested that the nominations be taken up one by one, and additional nominations received, the members present were so entirely satisfied with the suggestions made by the Nominating Committee that a single ballot elected the entire list.

President—R. C. Chown, Belleville.

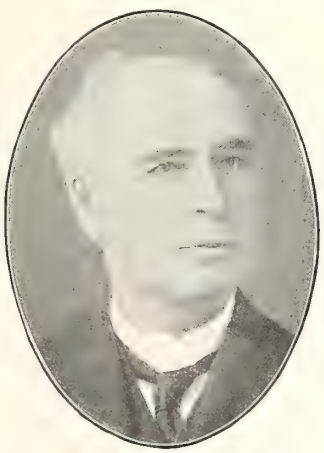
First Vice-President—M. S. Madole, Napanee.

Second Vice-President—H. Occomore, Guelph.

Executive—W. W. Bennett, Gananoque; Wm. Magladery, New Liskeard; D. A. MacNab, Orillia; W. F.



W. W. BENNETT, GANANOQUE.



Vice-Pres. MADOLE, NAPANEE.



Vice-Pres. OCCOMORE, GUELPH.



R. H. BLACKMORE, ST. THOMAS.



C. W. CONN, TILLSONBURG.



D. A. MACNAB, ORILLIA.



W. F. MACPHERSON, PRESCOTT.



WM. MAGLADERY, NEW LISKEARD

MEMBERS OF THE EXECUTIVE COMMITTEE CHOSEN AT THE PETERBORO CONVENTION.

Macpherson, Prescott; R. H. Blackmore, St. Thomas, and C. W. Conn, Tillsonburg.

Treasurer—John Caslor, Toronto.

Secretary—Weston Wrigley, Toronto.

Auditors—J. W. Peacock and S. M. Burt, Toronto.

President Cinnamon lost no time in turning the gavel over to President-elect Chown, who, in taking office as the youngest president the Association had honored, asked the help of all in building up the Association and bettering the conditions of the hardware retailers of Canada.

Short addresses were then delivered by Vice-Presidents Madole and Occomore, and the other officers elected.

President Chown anounced that James F. Lewis had enrolled another hardwareman into the ranks, Mrs. Lewis having presented him with a young son. On motion of W. F. Macpherson and J. R. Hambly, the secretary was instructed to send a telegram of congratulation to "J. G.," as he is familiarly known. "Make it an assortment next time," said Secretary Wrigley in the message.

Col. MacLean a Life Member.

Past President Cinnamon then moved, seconded by H. Occomore, that Col. J. B. MacLean, publisher of Hardware & Metal, be elected an honorary life member of the Association. It had been the intention of the executive to do this at the London convention when Fred C. Lariviere was elected an honorary life member, but, owing to the Colonel's absence, the matter had been postponed. The resolution was unanimously adopted with the singing of "He's a jolly good fellow."

When H. T. Hunter, manager of "Hardware & Metal," rose to respond for Col. MacLean, Secretary Wrigley led the hardware chorus in singing, "What's the Matter with Hunter," the chorus being lustily sung by all present. Mr. Hunter expressed thanks for the honor done Col. MacLean and regretted that business in New York had prevented him from being present in person. He had taken a personal interest in the building up of the Association and would continue to do all in his power to advance its interests. "As long as you follow the same high principles we will give you our enthusiastic support," said Mr. Hunter.

Guelph in 1912.

There was some discussion as to whether the place of holding the next convention should be left in the hands of the new executive, as in former years, or decided by the convention. A motion by H. Occomore, seconded by D. Cinnamon, that the 1912 convention be held in Guelph, decided the matter, however, the motion being adopted unanimously.

A vote of thanks to Retiring President Cinnamon, moved by W. J. Bell and W. A. Rankin, closed the business of the convention, the adjournment being made at 5.30.

THE SOCIAL EVENING.

A pleasant change was made this year in having a "social evening," in which Harry Bennett and Gliddon's orchestra filled in a programme, other unmbers being Mr. Maxwell's address on "Price Maintenance" and a recitation by J. A. Hossack. The convention songs were also a feature. During the programme ice cream cones, sandwiches, lemonade, etc., were passed around, while a table was spread at the rear of the hall for visitors to help themselves. On the suggestion of J. A. Hossack, Lufkin Rule Company, the food unused was sent to the Old Folks' Home and the Children's Aid Society.

1911 EXECUTIVE MEETING.

After the convention adjourned a meeting of the new executive was held and it was decided to leave the apopintment of the Insurance, Joint and Legislative Committees over until the next meeting on Good Friday, which meeting will probably be held at Guelph. In the meantime, Mr. Wright, of Ross & Wright, Toronto, is to be conferred with on insurance matters.

The finances of the Association were gone into and bonds were ordered renewed for the secretary and treasurer. A quarterly audit was also recommended.

Engrossed addresses of thanks were ordered sent to the Peterboro City Council, to the officers of the 57th Regiment for the use of the Armouries, and to the Gillette Safety Razor Company for convention badges.

President Chown was appointed a fraternal delegate to attend the convention and exhibition of the New England Retail Hardware Association to be held at Boston in March.

PLENTY OF RAILWAY CERTIFICATES.

Not a single complaint was heard about the work of the railway officer in attendance. The guaranteeing of the 300 by the executive allowed visitors to return home free at any time during the convention.

The 300 mark was passed about Wednesday night and the retailers have to thank their traveller and exhibitor friends for using the convention certificates and ensuring the single fare rate.

Several forgot to change their certificates for railway tickets before getting on the train. Consequently they had to pay full fare home and then write for a refund.

Two others, J. Wright, Toronto, and J. W. Rorke, Norwood, neglected to secure their railway certificates. They can secure refunds by writing for same.

REGINA EXHIBITION IN DOUBT.

While it is probable that a number of hardware manufacturing firms will exhibit at the Dominion Exhibition to be held at Regina, July 31st to August 12th, it is unlikely that any purely hardware exhibition will be arranged for this year, it having been found that time is not sufficient to make the necessary arrangements.

This should not prevent the holding of a convention of Saskatchewan retail hardwaremen at that time, and this will be done if the dealers in that province are alive to their interests. Being now a hardware jobber, J. Walton Peart, Peart Bros., Regina, cannot take the initiative, but with his experience in the Ontario Association he is able and willing to aid anyone who will take the lead in calling a meeting.



The Journal Representative was kept busy receiving subscriptions at the Peterboro Convention.

Window Dressing Competitions

New Feature at Peterboro Convention Proved to be both Successful and Instructive

A new feature at the Hardware Convention this year was the offering of prizes for hardware displays in the windows of the local stores. The original suggestion was that an expert window trimmer be secured as a speaker, who should demonstrate the construction of a window display at one of the Convention meetings. The Executive, however, changed the plan into competitions in which two prizes were offered each day. A Tool Window Competition being conducted on Tuesday, a Paint Window on Wednesday, and a Stove and House Furnishing Window on Thursday.

It was expected that the offering of prizes would interest not only the local trimmers, but also a reasonable number from outside points. The carrying off of two of the six prizes by E. A. Whitten of Bracebridge indicates that the Executive were right in anticipating outside competition.

The chief interest however, was developed amongst the clerks in the local stores, and the excellent displays they arranged must have been productive of considerable good to the hardware retailers of Peterboro, as at all hours of the day people could be studying the goods on display. Many of the lookers-on were, of course, visiting hardware men with a critical mind, bent upon analysing the features of construction of the different displays. Others were townspeople who were attracted by the excellence of the displays, and the resulting sales should therefore be beneficial to retailers as well as to the manufacturers, whose articles were included in the different windows.

Geo. Mathewson, Toronto, acted as Chairman of the Committee who judged the different displays, being assisted by G. A. Binns, Newmarket, Fred W. Otton, Barrie, and S. B. McClung, Trenton. These gentlemen did their work thoroughly, and made a report each night of the results of the daily competitions. In judging displays they considered not only the arrangement of the goods, but the opportunities of the window trimmer, allowance being made for the trimmer who had a small window in which to do his work, in comparison with the more fortunate ones who had large and well lighted windows. Originality, attractiveness, and selling qualities were the three tests given to each display.

Tool Window Competition.

The four local hardware stores entered the daily window competition on Tuesday, and the bright and well lighted windows attracted the attention of the hardware men as soon as they arrived in the Convention City. The first prize was awarded to Chas. H. McGibbon of the Peterboro Hardware Co., he having an excellent selling window, with a very well assorted and well arranged stock. Price tickets being used on



FIRST PRIZE TOOL WINDOW, ARRANGED BY C. H. McGIBBON FOR THE PETERBORO HARDWARE CO.

all the articles displayed. The window was arranged with the small tools in the front, shelving covered with bunting being used to raise the display from the level of the glass to the background, in which cases of tools and display boards were used to show off the tools which were displayed at the back. The arrangement of the window, as will be seen from the accompanying photograph was well thought out, but it is questionable if in a competition of this kind, it is wise to allow the use of large showcases which are more often found on the counter inside than in window displays.

The second prize was awarded to H. J. Hanwell, Kingan Hardware Co. This display had many excellent features, chief of which was the fine background and the liberal use of price tickets on the various articles displayed. Although no third prize was awarded very favorable mention was made on the window arranged by W. J. Gamble for the Higgins Hardware Co.

Paint Window Competition.

H. J. Hanwell, Kingan Hardware Co., featured again as a prize winner on Wednesday, being awarded the first prize of $10 in the Paint Window Competition. It was distinctly a one line display in which Brandram-Henderson goods occupied the center of the stage. In the foreground the various processes through which white lead goes in its process of manufacture was shown. Small cards explained the different steps in the manufacturing up to the finished article. Ribbons also were used to illustrate that all these processes led to the final accomplishment of the manufacture of a can of paint. In addition to this educative feature the large window used allowed the very excellent arrangement of large piles of cans shown in the picture, and in the very center the selling feature of the window was emphasized, first, by a motto "Quality lives when price is dead," and also by the large numbers of cards on which the following retail prices of mixed paints were quoted: "1 pound, 15c.; 2 pounds, 30c.; ¼ gallon, 65c.; ½ gallon, $1.25; 1 gallon, $2.40." "Steel Grip" paint brushes were scattered through the display in a manner which showed good judgment on the part of the trimmer, while, on the wall in the background the advertising posters gotten out by the Brandram-Henderson Co., were used to good advantage.

Second prize of $5, in the Paint Window Competition was awarded to E. A. Whitten, Bracebridge, he using the window of the Best Hardware Co's store. Mr. Whitten did not have a very large window to work upon, and he was handicapped in not feeling free to put price tickets on the goods shown. Had he been dressing a window in his own store, he would have followed his usual practice in this regard. His failure to do this weighed strongly against him with the judges making the awards, they pointing out that neither the recognized quality of the goods nor the prices of same were emphasized. These are absolutely essential in an effective Paint Window display at the present time. Mr. Whitten in arranging his display, used the well-known Martin-Senour poster "The Man Behind the Brush," while in the background were also shown labels bearing the words, "Martin-Senour Paint 100 per cent. pure." Pyramids of cans were effectively arranged in the background, with smaller displays towards the front of the window, where paint brushes were also shown. In the very centre of the display one of the wrapping-paper stands supplied to dealers by the Martin-Senour Co., was shown, along with its battery of sample cards.



FIRST PRIZE PAINT WINDOW, ARRANGED BY H. J. HANWELL FOR THE KINGAN HARDWARE CO.

Favorable mention was also given to the Paint Window display by Thos. A. Lyon, for the Peterboro Hardware Co. In this display Boeckh's "Steel Grip" brushes and Sherwin-Williams Paints were featured prominently. The arrangement of the cans of paint specialties on the floor of the window, the color cards and pyramids of cans in the background, surmounted by a large display board bearing an effective arrangement of well grouped brushes, made the window a very attractive one.

Stove Window Competition.

In the stove window competitions on Thursday, E. A. Whitten captured first prize, he using the Higgins Hardware Co's window, and featuring in the centre of the display one of Moffat's "Canada B" ranges; the oven being open, and a couple of loaves of bread resting in the oven door. In the foreground also was a display card bearing the words, "As a per-

fect baker, the Canada B can't be beaten. Price $30.'' On the range a kettle was set while in other points of vantage in the window were shown various articles of household use, including a bread-box, coal-scuttle, boiler, bread-mixer, fryingpan, saucepan, potato-masher, and other kitchen utensils. The range was connected with a stovepipe and contained a charcoal fire, giving it a life-like effect. The coal-hod was filled with coal, and the whole effect was very good, with the exception of the background, which would have been improved had it been filled in with cotton to the height of the range.

Second prize was awarded to Ray Best, of the Best Hardware & Stove Co., he showing a model kitchen in which a Happy Thought range was set up and kept in operation by means of a gas jet connected into the range. This kept a kettle boiling and gave life to the display. In the window was also a small table with chairs, on which large dolls were placed to give human interest to the window. The Committee however, felt that the dolls, etc., were too prominently featured, and they should have been made incidental to the stove in operation, and the display of kitchen utensils, few of which were shown in the window.

Two photos of the winning displays are reproduced in this issue, and the others will be printed in the April Journal.

The competitions attracted a lot of attention, and many expressions of opinion have been heard that another competition should be held at the Guelph convention.

The Canadian Hardware and Stove Journal would appreciate letters from the window trimmers concerned in the Peterboro competitions, as well as from retailers who studied the displays at Peterboro, and are interested in having another competition arranged. Suggestions and criticisms which will be helpful in arranging the rules for another competition will be given due consideration, and will be followed up by the Executive Committee of the Association.

Question Box Discussion

Three hours of live talk led by a Committee of young Association members

The ''Question Box'' discussion at Peterboro was very creditably handled by a committee of which Wm. Magladery, New Liskeard, was the convener, with Frank Taylor, Carleton Place, and Ed. Wanless, Chatham, as his chief assistants, the three ends of the Province being represented. Fred C. Lariviere's presence was also a material assistance, as his wide knowledge and his ability as a speaker was always at the service of the meeting.

In the United States the policy of the associations has been to secure the services of some widely-known hardwaremen to conduct the question box discussion, but, judging from the experience at Peterboro, the development of home talent is the best policy, and now that Secretary Wrigley has induced some members of the Ontario Association to take hold and make a success of the discussion at Peterboro, it should be an easy matter to maintain the interest in this important feature of the program at future conventions without importing ''big men'' from outside the Province.

In opening the discussion Chairman Magladery asked all retailers to join in the discussion, but in order to get through the many questions in hand a limit of two minutes was adopted, no one to speak twice on the same question.

Turnover of Stock.

''What should be the total sales on a $5,000 stock?''

Ed. Wanless said it should be at least $15,000, and might be $20,000. Locality and nature of stock made a great difference. C. W. Conn thought that it should be turned over at least three times. Some dealers sell a lot of stock that they do not carry, making the turnover large. Mr. Magladery said that a $5,000 stock should be turned four times, larger stocks at least four times.

''What help would you consider consistent with a $30,000 turnover, one-third credit?''

Frank Taylor thought proprietor, experienced salesman, boy learning, man for delivering, and lady to do bookkeeping.

Mr. Lariviere thought that whether credit or cash business made little difference. He thought a salesman, delivery man, and boy would be sufficient. He thought 7 per cent. a proper limit for salaries.

H. E. Wells thought if tinsmith and plumber were kept, 7 per cent. a small amount. Others said this item would be part of the selling cost.

H. T. Kirk thought one-third of merchants charged plumbers' and tinsmiths' wages to expense. If you are making a direct profit out of these men they should be charged to merchandise account.

''What would you do if the business showed a larger turnover but profits were smaller than the year before?''

''Sell out quick,'' said D. Cinnamon. ''I would take stock and find out where the leaks were,'' added H. Occomore. Mr. Lariviere said the causes might be selling on smaller margins, increase of expense, decrease of profits by selling less profitable goods, or an error in the inventory.

''The statement that 95 per cent. of merchants fail means that out of 100 who go into business only 5 make a real success,'' said J. N. McGregor, Oakville.

''That means,'' said Mr. Magladery, ''that only five per cent. make a huge success, 25 a fair success, while others struggle along, and still others are real failures.''

Method of Keeping Books.

''I sell hardware. I am not a bookkeeper. Tell me a simple method of keeping books for a business of say $10,000 or $12,000 a year.''

Ed. Wanless said a ledger, day book, cash book and an invoice book would be required. A small business would need just about the same system as a larger one, say running to $50,000.

''A man starting in business, and knowing nothing of bookkeeping, should get an accountant to help him,'' said Mr. Magladery.

Wall Paper a Profitable Line.

''Do the members find wall paper pays in a retail hardware store?''

Frank Taylor said the wallpaper department was the most profitable in his store. ''Low price papers pay as well as anything on our shelves, while there is no end to the profit on the higher priced papers. The department presents great possibilities, but it needs to be handled by a person with some brains.''

''I would never advise a hardwareman to go into it, unless you can do enough business to hire a girl to look after the department,'' said R. Hawkins, to which W. A. Rankin added that the wall paper department should be placed at the rear of the store.

Interesting Clerks in Business.

"Do you approve of interesting clerks financially in the business? If so, what plan do you consider the best?"

Mr. Lariviere said: "If you give the clerk possibilities of making as much as he can make elsewhere, he will not want to go elsewhere. There is no limit to the salary of the clerk. We have had one clerk 20 years, another 14, and another 13. Every month a report shows each salesman all details of the sales and the result is to stimulate zeal of clerk."

H. T. Kirk said he had come to the conclusion that, when a clerk gets dissatisfied with that, he will let him go and not try to dissuade him by offering special inducements.

Another speaker said he gives his clerks a certain percentage on the wire fencing they sell in the early spring.

Mr. Magladery said he had tried bonusing clerks on percentage sales, but had found it a failure. The clerks would not leave the front of the store and the result was that the members of the firm had to do all the heavy work. We now have two stores and a tinshop and each month we keep tab on every man's work. We hold meetings and give them a banquet and find that gives better results than by interesting the clerks financially, said Mr. Magladery.

Hard to Do Cash Business.

"Is it possible to do a cash business, and does a cash business pay?"

Ed. Wanless said he'd like to do so, but he could not see how a workshop could be run on a cash basis. It can't be worked out on the note business. In a hardware store where you know what your goods cost it may be possible, but on an eave-troughing job you couldn't do it.

Mr. Hendershot, Mount Forest, has been running his store on a cash basis for two months and his sales have increased as a result. I have lost some customers, but I have gained others, whose trade will be most profitable for me. My competitors tell me they would like to get on the cash basis also.

"We sell the bulk of our goods at credit, and at the end of 30 days we render the bill. The bills are sent out regularly and are stamped after three months. At three months, an unpaid account is considered a mistake, at six an offence, at one year a crime; after that a dead one," said R. C. Chown.

"The jobbers are shortening credits and why should not we?" asked Mr. Magladery.

D. McNab, Orillia, said he did not think a hardwareman could do an absolutely cash business.

F. W. Jeffrey, Midland, told of trying to do a cash business, but giving it up. "If you do business with contractors, boats, mill men, summer cottagers, etc., you cannot do it. I figure that I don't lose half of one per cent. in bad debts on my turnover," said he.

J. T. Henderson, Niagara Falls, said he would not go back to the credit system on goods sold over the counter, after having had two years' experience of selling for cash in the store. When credit sales have to be made a counter slip is made out and sent with the goods.

D. Brocklebank, Arthur, said that every member ought to reduce the amount on their books. "We used to put one-third of our sales on our books. Now we only put about one-twelfth of our business on credit."

A. M. Watt, St. Catharines, said the departmental stores are helping to establish the cash system.

J. Dandie, Streetsville, said he only figured on a 20 per cent. margin on stoves, and he had made up his mind to charge over one per cent. a month on credit stove sales.

Mr. Magladery said he charged the one per cent. on credit stove sales, although he did not do a cash business. This can be collected in the courts as a part of the contract.

"You can't do that on stove sales in British Columbia," said H. T. Kirk. "Nor in Quebec," added Mr. Lariviere.

One member said his lawyer had advised him that he could not collect more than six per cent. in court, even if it is made part of the contract.

"The margin on stoves ought to be at least 25 per cent.," said Mr. Chown.

Clerks at Convention.

"Should the clerks and warehousemen attend the same convention? If not, will we have to hold a separate convention?"

Mr. Taylor said: "I don't see how we and our clerks can attend the same convention without closing up, and I swear I won't stay home. The clerks," he pointed out, "could get the information in the journals."

Can Tinshops be Made Pay?

"Would you advise a hardwareman in a small town to keep a tinshop when he must pay a tinsmith $3 a day?"

Ed. Wanless said, "I think it depends on getting a good man to handle it. A tinshop certainly pulls other business if conducted properly. A man at $3 a day should make money for his employer. We have one man who canvasses our customers and besides getting a lot of business, finds many good prospects for us."

"A man can hardly handle a tinsmithing business, unless he has had some experience in a workshop," said C. W. Conn. "To be able to pay a man $3, you must charge $4 a day for his work. The loose ends, unless watched very closely, will eat up the profits."

Robert Smith, Bolton, said his partner looked after the tinshop. They made good profits and were busy all the year.

"After 25 years' experience, I don't think the department can be made to pay if you allow a man $3 a day," said D. Brocklebank.

"Unless you have a tinsmith as a partner who takes an interest in the business, it can't be made to pay," said G. A. Binns.

Mr. Magladery stated that while he had made his tin shop pay he felt that if the same attention had been put to other departments he would have made more money.

As the hour for adjournment had arrived it was found necessary to leave three or four questions unanswered, these relating to the training of salesmen, store lighting, advertising on programs, handling agricultural implements, etc.

One member raised a storm by stating that Toronto hardwaremen could buy tin and enamelware ten per cent. less than dealers in outside points. Secretary Wrigley said he understood this was done by the manufacturers to offset the effect of department store competition. "We have that same competition to meet in the smaller places," said one member, "and I think the convention or new executive ought to deal with this matter. It looks as though we are being discriminated against." President Cinnamon promised to see that the subject was not overlooked.

The meeting adjourned at 11 p.m.

The Hardware Exhibition

Show in Armouries at Peterboro Compared with Toronto Exhibition—About Seventy Exhibits and All Well Pleased.

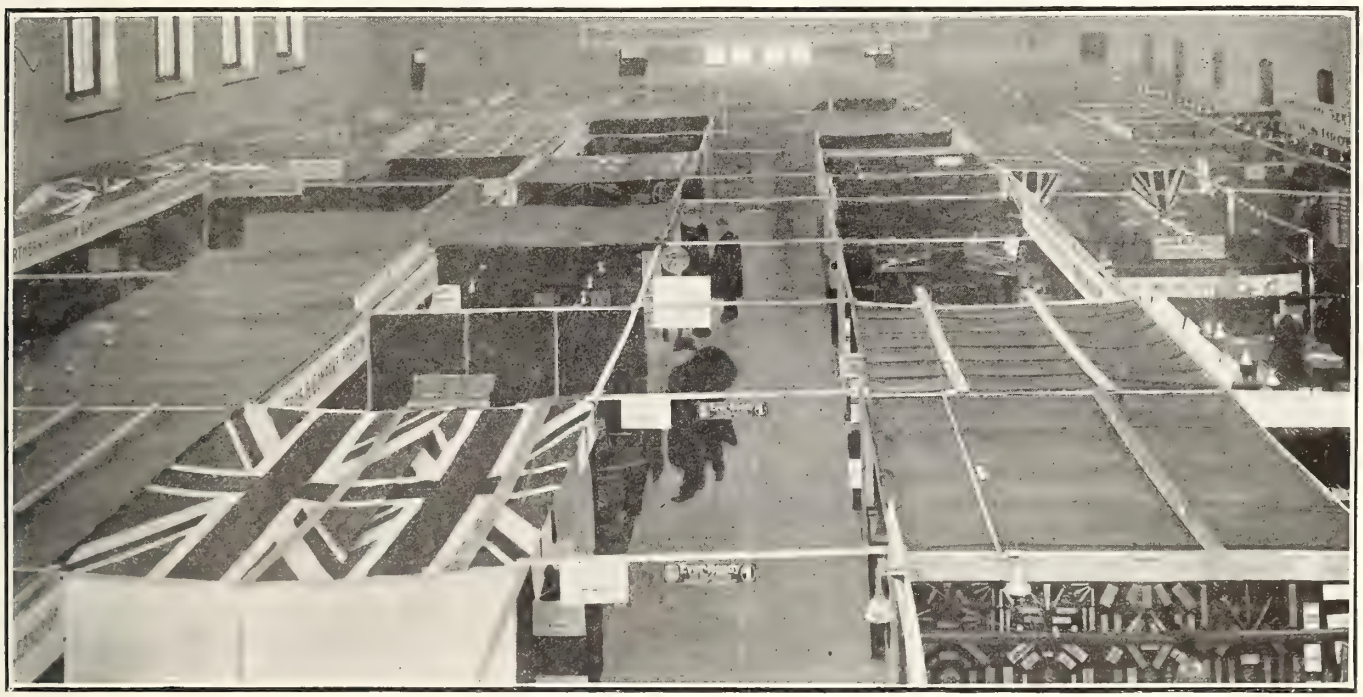
The exhibition this year showed an even greater advance over the London exhibition than the latter showed over the first exhibition held by the Ontario Association in the Waldorf Hotel at Hamilton two years ago; in fact, in two short years the Ontario Association has established its Hardware Exhibition in a class which compares favorably with the best hardware exhibitions of eight or ten years' standing held in the various states across the line.

Exhibitors with the experience of W. T. Earl, of the Oneida Community, and A. S. Howe, of the Dover Manufacturing Company, spoke in high praise of the manner in which the booths were constructed and decorated at Peterboro. Mr. Howe had only one criticism to make, that being that exhibitors should not be allowed to roof in their displays with bunting. This point was not covered in the regulations governing the Peterboro exhibition. A. A. Bittues, of the Gillette Safety Razor Company, also holds the opinion that the Ontario Association should adopt the same plan as used in the New England hardware exhibitions at Boston, where no booths are walled in above a three-foot railing height. As the Executive Committee have decided to send President-elect Chown to Boston to attend the exhibition and convention in that city this month, the Executive will be able to consider this point in arranging for the exhibition to be held at Guelph next year.

While there was a variance of opinion amongst exhibitors as to the length of time the exhibition should be kept open to the public, the stove and house-furnishing exhibitors desiring more time to meet the public, not a single complaint of importance was registered during the entire exhibition and every exhibitor spoken to expressed satisfaction with the arrangements made and the results secured while visiting Peterboro. In fact several exhibitors have already sent in written applications for space at Guelph exhibition, while other firms who did not make displays at Peterboro have expressed their desire to secure space at Guelph. Wm. F. Kelly, representing the Ontario Lantern & Lamp Company, for instance, stated, "We'll be there next year with both feet."

Although exhibitors were advised some weeks ago to discourage the distribution of souvenirs and to encourage competitions amongst retailers, the souvenir habit is apparently so strong that it will require more than the Keeley Cure to abolish it altogether, and those firms which adopted the competition plan were not altogether satisfied because of apparent lack of interest on the part of visiting retailers. The Taylor-Forbes Company, for instance, went to a lot of trouble and made arrangements to give away some exceedingly valuable prizes, but only one retailer qualified for the prize they offered.

The exhibition hall, 20 feet wide and 172 feet long, did not have a vacant corner, all open spaces left after regular allotments were made being filled up by exhibitors who came in at the last minute. There were in all 82 spaces for exhibits, but several firms had two spaces and one firm, the Taylor-Forbes Company, had five. Altogether nearly 70 manufacturing firms made exhibits. The booths were constructed of 2 x 4 scantling, walled in with a double thickness of turkey red cotton and surmounted with a sign bearing the name of the firm exhibiting. Each space was 1 foot wide and 10 feet long, and every booth was wired for electric lights.



VIEW OF THE HARDWARE EXHIBITION IN THE ARMOURIES, TAKEN FROM ONE OF THE GALLERIES.

A view from the galleries, as shown in the accompanying picture, indicates the immensity of the show and justifies Past President Cinnamon and others in comparing the Hardware Exhibition at Peterboro with the successful and old-established Canadian National Exhibition held annually in Toronto.

Special Exhibitors.

Seven Peterboro firms made displays at one end of the hall. **J. J. Turner & Son** displayed a large line of

cuts, camping furniture, horse blankets, etc. **Peterboro Lock Manufacturing Company** had one of the finest displays in the hall, showing a magnificent line of the new designs of locks and builders' hardware illustrated in the handsome catalogue which they are now distributing to the legitimate retailers throughout Canada. Little brooch pins bearing the letter "P" were distributed by them. **The Rapid Tool Company** and **Lundy Shovel & Tool Company** combined in making a display of their products, each company featuring their trade mark on a black background, also showing samples of their auger bits and shovels, the display being particularly interesting to hardwaremen. **Peterboro Canoe Company** showed samples of canoes, with furnishings for same, and their exhibit was a scene of attraction for hardwaremen having a trade in the summer resort districts. **Adam Hall, Limited,** displayed several samples of their lumbering and railway camp and hotel ranges, making practical demonstrations of their ranges to visiting hardwaremen. **B. T. Ackerman & Company,** who are developing quite a trade amongst hardwaremen handling harness as a side line, exhibited a complete line of harness and horse specialties. They gave a watch fob away. **Peterboro Lubricator Company** also had a fine display of automatic oil cups.

At the other end of the Armouries a large sign "Galt Manufacturers" drew attention to the six displays made by Galt manufacturers selling to the hardware trade. **Goldie, McCullough Company** exhibited several sizes of their store and office safes. **Shurly & Dietrich Company** had fine line of their Maple Leaf saws on display and presented each visitor with a maple leaf stick pin bearing a miniature saw. **Allan Hills Edge Tool Company** also had an exceedingly interesting exhibit of edge tools, lumbermen's cant hooks, etc. The **Galt Art Metal Company** exhibited a large line of sheet metal goods in various designs, and the **Down Draft Furnace Company** showed samples of their ranges and furnaces. The coal chute made by the Down Draft Company also attracted a lot of attention. Pumps of all sizes and types were shown by **R. McDougall Company**, the large variety displayed being commented upon by many of the visiting hardwaremen.

The largest display in the exhibition hall was made by the **Taylor Forbes Company,** Guelph, they having reserved 60 feet frontage along the wall between the two entrances to the Armouries. Their display of builders' hardware and lawn mowers was particularly attractive, while their other lines of mangles, washing machines, Mrs. Potts sad irons, cobblers' outfits, barn door hangers, and numerous other hardware specialties helped to make their display the largest and one of the most interesting in the exhibition hall. Adam Taylor, in charge of the exhibit, presented each visitor with a badge, and for old time's sake rang the large farm bell on display every time one of the delegates who attended the Hamilton convention came around. The Taylor Forbes Company announced a series of competitions, one each day, in which valuable prizes were offered those who could suggest in writing an improvement on the arrangement of the goods shown. The competition was apparently on too elaborate a scale, however, for the delegates who attended the convention, only one, M. B. Peart, Regina, sending in a reply. Mr. Peart suggested the following re-arrangement of the "T. F." display:

"You could improve the display by having all lines in proper order, that is, shelf brackets might be together. Hat and coat hooks and hinges are all displayed in two sections. Dark hardware is displayed on a dark background, which does not show the goods to advantage. Nickel plated hardware on light back should give a dark background. Mangles displayed to customers' view should have more room so that people could walk around same. Washing machine is in reverse position for proper display. You show vise and talk same, but you should have plenty of room to give customers a chance to examine, and same applies to many new lines which many retailers do not know you manufacture, such as fire door fittings. These and barn door hangers could have been shown along the top rail. You cover the main sign with smaller pictures, which could be hung up higher and have a better effect. The display of store door handles could be followed by the large fire door plates and handles. Latches, also, might follow close. You must be congratulated on your fine display of new lines and on your alertness to catch any new ideas."

"Adam is a great spieler, but then he was the first man," added Mr. Peart, in his letter to Secretary Wrigley.

A large section, 60 feet long, was occupied by exhibits of **Lewis Bros.** and **Dominion Cartridge Company,** Montreal. The displays worked together very well, as although Lewis Bros. showed a large line of Rex Flintcote Roofing, and also had samples of some Black Diamond Tools, they featured guns and sporting goods generally and, being the only jobbing house exhibiting, they secured a large number of orders for goods displayed in the exhibits of manufacturers in the other booths. Lewis Bros. distributed two souvenirs, one being a small "black diamond" axe head, and the other being a metallic pencil which never runs short of lead. The Dominion Cartridge Company had a magnificent display of Dominion Ammunition arranged in a manner which would suggest to retailers many ideas which could be adopted in displays in their own stores. They conducted a trade competition during the exhibition, the drawing being made by Secretary Wrigley at Thursday afternoon session of the convention, the winners being No. 65, Frank Lapp, of Queen City Oil Company, Toronto; No. 97, J. W. Gallaugher, David Maxwell & Sons, Shelburne, and No. 205, F. Bartlett, Peterboro.

The Individual Exhibits.

Metallic Roofing Company showed alarge variety of wall panels and pressed zinc ornaments on stands and on the walls of their booth, in addition to their regular lines of metallic roofing and ceilings.

Findlay Bros. had on display a model of new range they will feature this summer, and from the favorable comments heard the new range is certain to be a favorite.

Page Wire Fence Company demonstrated Regina Vacuum Cleaners and were kept busy explaining the excellent features of their machines.

Boeckh Bros. Company made a most interesting display of brushes, featuring their well-known "Steel Grip" paint brush, souvenirs being given away in the form of clothes brushes and whisks.

Dover Manufacturing Company demonstrated asbestos sad irons and had electric window automatons in operation. Samples of their shirt waist irons were distributed to visitors.

International Varnish Company had a fine corner position, and both their display of well varnished woods and their endless supply of free carnations attracted hundreds of visitors. They also distributed watch fobs, memorandum books, bill folds and pencils.

Canada Paint Company had an interesting display

of colors, the walls of the booth being decorated with Canada Paint products.

James Robertson Company had a novel display in the form of a house in octagon shape, all of the walls being treated in a different manner. Their "house of many colors" was an educational feature which attracted much attention.

Dunlop Tire & Rubber Goods Company exhibited innumerable rubber specialties saleable through the hardware trade.

David Maxwell & Son had two booths well filled with their hardware specialties, featuring chiefly their electric and water motor washing machines. In addition to these their full line of washers and wringers were shown.

Supreme Heating Company had a neat display of their ranges, and souvenir ash trays were distributed.

N. B. Misener, manufacturers' agent, displayed handles made by the Erie Basket Company, churns by Eureka Planter Company, and boys' wagons by Woodstock Wagon & Manufacturing Company.

D. J. Barker & Company had on display several of Rubberset brushes being forced upon the attention of every passerby. Two mechanical figures were used in the front of the booth to demonstrate the easy operation of the Ever-Ready safety razor. Rubberset tooth brushes were distributed as souvenirs.

Pike Manufacturing Company's display was not large, but it was exceedingly well arranged and retailers found it an interesting place to stop and secure selling points.

Universal Vacuum Cleaner Company demonstrated electric and hand power vacuum cleaners, and many orders secured indicated the popularity of their line.

Standard Paint Company's exhibit of "Ruberoid" Roofing had a fine location on the main aisle and their display was very attractive.

Pittsburg Perfect Fence Company also had a corner location and their representatives were always ready with the glad hand for visiting hardwaremen.

Canada Cycle & Motor Company showed a large case of their famous "Automobile" skates, a large model being suspended across the front of the booth, sample boards being used at the back and sides.



DEMONSTRATION OF THE PROCESS OF MAKING GILLETTE SAFETY RAZORS AT THEIR BOOTH IN THE ARMOURIES.

their Champion Stoves and Ranges, a line which is winning favor throughout Ontario.

J. H. Connor & Son, in addition to showing their large variety of washing machines and wringers, gave a portion of their space to the Butterworth Foundry Company to display one of the leading ranges made by that concern.

Gendron Manufacturing Company featured sleds, express wagons and go-carts, in the back ground being sample boards showing bath-room fittings.

Moffat Stove Company filled two booths with their National stoves, also featuring their splendid line of gas ranges, a seasonable line which invited the attention of most visitors. Handsome cuff links were presented to each hardwareman.

Pratt & Lambert used sample boards to demonstrate the remarkably fine finish which can be obtained by using their varnish. Very favorable comment was heard regarding the quality of goods demonstrated.

International Distributing Company had a particularly attractive booth. Ever-Ready safety razors and

Clare Bros. showed Peninsular and Hecla ranges, which were demonstrated and explained to many who had not carried these goods in stock before.

Onward Manufacturing Company had as their chief line the automatic electric and hand power vacuum cleaners, which won favor amongst the hardware retailers in Ontario last season. They also showed samples of the sliding furniture shoe they manufacture.

Gillette Safety Razor Company's booth was a popular meeting place for hundreds who wore the Gillette badges during the Convention. The well-arranged display of Gillette advertising matter and various types of Gillette razors made the exhibit interesting to retailers.

Lufkin Rule Company, in an illuminated silent salesman displayed a complete line of their tapes and measuring devices, many of which had never before been seen by retailers who visited the exhibits. One of the most valuable souvenirs distributed was the five-foot steel tape enclosed in a German silver case of special design.

McClary Manufacturing Company had as the chief

feature of their display their interchangeable gas, wood and coal range in their two booths. They also had a complete display of Pandora ranges, Sunshine furnaces, etc.

Ferrosteel Company made an interesting exhibit of hot air registers and grills in artistic design, both in steel and brass.

D. Moore Company, in a corner booth, made an attractive display of Treasure ranges.

Imperial Varnish & Color Company had a very attractive exhibit made up of samples of their goods and advertising matter supplied customers, samples of Lemon Oil being distributed to all visitors.

Hall Zryd Foundry Company displayed Pilot ranges and furnaces.

Queen City Oil Company booth was a scene of attraction, Rayo Oil Lamps shown making the booth a blaze of light, while demonstration of oil heaters made it one of the warmest spots in the Armouries.

Glidden Varnish Company featured their world famous Jap-A-Lac, demonstrating it to all visitors and distributing sample tins, also showing advertising matter they are running to make their goods better known. They also distributed bill folds.

Cummer Dowswell showed a very extensive line of hand and power washing machines and wringers, those in charge being great favorites with the ladies on account of their liberal distribution of boxes of chocolates.

Carborundum Company had the wall of their booth covered with sample boards showing carborundum sharpening devices in innumerable shapes. They also distributed a small sharpening stone in a leather case.

E. F. Walter & Company exhibited an extensive line of cutlery and hardware specialties, a match scratch being given away as a souvenir.

Dominion Register Company demonstrated their bookkeeping devices, which particularly interested retailers doing a credit business.

Tobin Arms Manufacturing Company showed their new line of shot guns, the first manufactured in Canada, and the crowds around this booth indicated that their guns are certain to win favor amongst the Canadian trade.

Ohio Varnish Company had a lady demonstrator explaining the good qualities of Chi-Namel, and giving away small stick pins.

Brantford Roofing Company were located in one of the most prominent corners in the building and the heads of the company were present, along with several of the selling staff. By special permission the aisles of the Armouries were carpeted with Brantford Roofing, which is subject to the hardest possible wear. A memorandum book was distributed as a souvenir.

Oneida Community's exhibit was probably the most interesting one in the entire building, the magnificent display of silverware and specially constructed window in which was shown a hunting scene, featuring the Oneida Company's steel game traps attracted the attention of every visitor. In an adjoining display the **Rice Knight Company** made a demonstration of their excellent store lighting systems and cabinet of silverware in the Oneida exhibit was in consequence made the bright spot of the exhibition hall.

S. F. Bowser & Company had two spaces and filled them with a large display of the various oil pumping devices manufactured by them, the various pumps being shown in actual operation.

Northern Aluminum Company had an excellent display of aluminum cooking utensils, and distributed an aluminum letter opener. They also conducted two drawings, the selections being made by Secretary Wrigley, the winners being F. M. Nash, Wellington, and Wm. Manning, Coldwater.

Brandram-Henderson Company had as a special feature a cabinet illustrating various processes through which the lead goes in its transfer from the pig lead to the finished product. A retailer in a few minutes would get a grasp of well-known "Dutch" process. Handsome cuff links were distributed.

Pinchin Johnston Company had an excellent showing of their Minerva paints, and distributed silver Minerva stick pins to visitors.

Gutta Percha Rubber Company had a varied display of rubber specialties, and made a very large sale of rubber hose to the Peterboro town council as a result of their exhibit.

Benjamin Moore & Company made practical demonstration of Muresco and Sani-flat, besides exhibiting their other lines. Watch fobs, pencils and housekeepers' account books were given as souvenirs.

Metal Shingle & Siding Company featured their Preston shingles and ceiling, and distributed a leather back memorandum pad to visitors.

F. W. Bird & Son had a large display of Neponset building paper and Paroid roofing. A nickel paper knife was a valuable souvenir distributed by them.

Canadian Buffalo Sled Company made a last minute exhibit of boys' sleds and wagons.

Other last-minute exhibitors were **Hollow Cable Manufacturing Company,** Hornell, N.Y., showing egg beaters and wire specialties, and **Radiant Electric Manufacturing Company,** showing electric sad irons, etc. The **Canadian Gas Users' Association** also exhibited and demonstrated their fuel saving gas controller, but being unable to secure gas connection in the Armouries made their display in McPherson's stove store.

In Charge of Exhibits.

Goldie & McCulloch, Galt, W. K. Trapp, E. F. Hetherington; Shurley & Dietrich Co., Galt, G. E. Boomer, W. T. Murray, E. C. McMurtry; Allan Hills Edge Tool Co., Galt, J. C. Thomson, E. E. Rendle; Galt Art Metal Co., Galt, T. J. Gallagher, R. A. Grant, D. G. Spiers and L. W. Koser; Down Draft Furnace Co., Galt, J. Schort; R. McDougall Co., Galt, R. McDougall; Taylor-Forbes Co., Guelph, Adam Taylor, Chas. Smallpiece, J. M. Taylor, Jr., T. Rogers, G. P. Waters, R. Saville, W. G. Stephenson; Lewis Bros., Montreal, O. D. Ellis, J. R. Anderson, J. T. Craig, J. L. LeClair; Dominion Cartridge Co., Montreal, E. H. Johonnot, G. M. Dunk; Rapid Tool Co., Peterboro, Thos. M. Rees, F. Dumble; Peterboro Lock Mfg. Co., Peterboro, E. H. Howson, C. J. Taber, C. J. Caley, T. Fortye; Lundy Shovel & Tool Co., Peterboro, D. J. Lundy, G. W. Lundy, J. D. Lundy, P. C. Clarkson, E. P. Clarkson, P. F. Spies, W. Jones; J. J. Turner & Son, Peterboro, J. J. Turner, Sr., W. F. Turner; B. F. Ackerman, Son & Co., Peterboro, C. H. Ackerman, S. Toplis, A. J. Eaton, W. C. Ackerman; Peterboro Canoe Co., Peterboro, C. H. Rogers, W. A. Richardson, T. Hendry; Adam Hall, Limited, Peterboro, Adam Hall, W. T. Hall, A. L. F. Hall; Peterboro Lubricator Co., R. A. Elliott, A. Mudge; Metallic Roofing Co., Toronto, Geo. A. Gordon, Geo. L. Bailey, F. Ansell; Boeckh Bros. Co., Ltd., Toronto, W. J. F. Smythe, Theo. Miles, L. J. Levy, J. Billinghurst; Dover Mfg. Co., Canal Dover, Ohio, A. S. Howe; International Varnish Co., Toronto, Jas. E. Ebersole, C. Vogt, W. H. Davy, H. G.

Huber, H. E. Worsell; Canada Paint Co., Montreal, H. H. Ellis, R. J. Sirman, W. J. Good, H. Clucas, S. Lewis; James Robertson Co., Toronto, A. C. Robertson, Geo. McQuillan; Dunlop Tire & Rubber Co., Toronto, H. C. Austen, A. H. Ellis, W. T. Southworth; D. Maxwell & Son, St. Marys, John L. Maxwell, J. W. Gallaugher; Standard Paint Co. of Canada, Montreal, H. H. Cowherd, J. B. Gass; International Distributing Co., Montreal, Arthur A. Tritsch, Alfred F. Collins, John Hale; Pratt & Lambert, Bridgeburg, John H. Shanley, J. V. O'Donell, F. O. Butler; Moffatt Stove Co., Weston, J. L. Moffat, T. L. Moffat, J. A. Sinclair, A. Staples; Gendron Mfg. Co., Toronto, H. H. W. Foget, Thos. Chadwick, W. Bateman; J. H. Connor & Son, Ottawa, J. L. Connor, J. G. Jeffery; Butterworth Foundry Co., Ottawa, C. A. Connor; D. J. Barker & Co., Picton, John McCoid, R. G. Sinden, D. J. Barker; N. B. Misner, Toronto, W. I Stephens, G. E. Misener, N. B. Misener; Supreme Heating Co., Welland, W. J. Hallorn; Pittsburg Perfect Fence Co., Hamilton, Max Morell, H. C. Woodside, W. W. Walther; Canada Cycle & Motor Co., West Toronto. A, E. Treadgold, J. A. Sullivan; Clare Bros., Preston, A. H. W. Clare, H. L. Clare, J. D. Aitchison, B. F. Davy; Onward Mfg. Co., Berlin, T. A. Witzel, G. A. Cox; Gillette Safety Razor Co., Montreal, A. A. Bittues, G. A. McKenzie, C. W. Chadburn, M. J. McGuire; Lufkin Rule Co., Windsor, Jas. A. Hossack; McClary Mfg. Co., London, M. F. Irwin, W. B. Screaton, T. E. Taylor, N. Turner; Ferrosteel Co., Bridgeburg, A. E. Menke, E. S. Jackson, P. Gordon; D. Moore Co., Hamilton, J. W. Parrish, J. L. McMartin, A. L. Robinson; Brantford Roofing Co., Brantford, Ont., F. Chalcroft, A. B. G. Tisdale, J. A. Virtue, C. G. Secord, G. N. Huff, D. H. Smith; Tobin Arms Mfg. Co., Woodstock, F. N. Tobin, O. D. Hixon, A. L. Hixon, K. W. Wright; Dominion Register Co., Toronto, J. C. O'Connor, J. R. Doble, A. S. Wildy; E. F. Walter & Co., Montreal, C. M. Woodburn, R. A. O'Bell; Carborundum Co., Niagara Falls, N.Y., C. G. Emery, W. C. Rankine, D. Morrison; Cummer-Dowswell Co., Hamilton, Geo. B. Dowswell, H. H. Cummer, F. T. Baine; Glidden Varnish Co., Toronto, E. J. Hofford, P. D. Blackwell, A. Jones, J. Alexander; Queen City Oil Co., Toronto, P. J. Boothe, F. A. Jones, S. Griffiths, F. Lapp, Boyd Irwin; Hall Zryd Foundry Co., Grimsby, O. Zryd, A. W. Cain; Imperial Varnish Co., Toronto, J. D. Robinson, W. B. Cookson, J. P. Cookson, J. F. Bowden; Oneida Community, Ltd., Oneida, N.Y., W. T. Earl, S. Hudson, R .S. Hurlburt; S. F. Bowser & Co., Toronto, A. E. Moffat, Albert McIntosh, J. R. Fahey, W. Y. Robertson, L. Swartz; Northern Oluminum Co., Toronto, O. W. Schaffner, C. M. Salter, J. E. Sharpe; Brandram-Henderson Co., Montreal, J. Irwin, A. W. Poole, H. B. Shuttleworth, Leonard Mould, A. P. Lowry; Pinchin Johnston & Co., Toronto, R. B. Johnson, H. G. Brown; Gutta Percha & Rubber Mfg. Co., Toronto, Harry E. Wiles, T. W. McKenney; Benj. Moore & Co., West Toronto, F. C. Surbeck, R. P. Barrington, M. M. Patterson; Metal Shingle & Siding Co., Preston, C. Dolph, A. P. L. Brown, H. S. Murdock; F. W. Bird & Son, Hamilton, E. B. Wigle, G. S. Wakeford, M. A. Herod, W. J. Shaw; Findlay Bros., Carleton Place, J. F. Findlay, N. L. Stewart; Universal Vacuum Cleaner Co., Montreal, R. B. Coulson; Ohio Varnish Co., F. Crooks; Page Wire Fence Co., A. R. Lundy, C. W. Lundy, W. H. Turney; Pike Mfg. Co., Pike, N.H., H. W. Busler, R. A. Shaw; Monarch Typewriter Co., W. W. Dunlop, C. B. House; Canadian Buffalo Sled Co., Preston, J. J. Schneider; Radiant Electric Co., Toronto, B. VanWinkle; Rice Knight Co., Toronto, F. Sturgeon; Hollow Cable Co., Hornell, N.Y., H. C. Preston.

WHAT OTHERS THINK OF US.

"I want to subscribe for three copies of your journal."—H. L. Clare, Clare Bros., Preston.

"Your journal is a dandy," said D. J. Barker, Picton, when giving an order for a year's advertising.

"Your Journal is a most interesting paper," said J. B. Archer, St. Catharines, when giving his subscription.

"Your paper looks as though it is going to be the hardware journal of Canada."—Adam Taylor, Taylor-Forbes Company, Guelph.

"Your daily paper was quite a stunt," said A. A. Tritsch, of the International Distributing Company. "I want a page in your March number."

"Send me your paper, pending the arrangement for an advertisement."—J. H. Shanley, sales manager, Pratt & Lambert, Buffalo and Bridgeburg.

"Keep up the standard of your February issue and the Hardware and Stove Journal will make a name for itself in Canada."—R. C. Chown, Belleville.

"I see you have the three Toronto jobbers advertising in the Journal. I'd like to see the Montreal firms using your paper also."—W. J. Carter, Picton.

The Thomas Davidson Manufacturing Company and A. C. Leslie & Company are the latest Montreal firms to place yearly orders for advertising in the Journal.

"Your paper is certainly a pippin. I read every page of that February number."—John Irwin, assistant manager Brandram-Henderson Company, Montreal.

"Keep up the standard you set in your February number and your paper has a bright future."—Harry Morgan, president, Peterboro Hardware Company, Peterboro.

"Your February issue of the Journal was one of the best numbers of a trade journal I have ever looked into. It is a credit to any publishing house."—D. Cinnamon, Lindsay.

J. H. Connor & Son, Ottawa, and the Butterworth Foundry Company, Ottawa, are new advertisers in the Hardware and Stove Journal. Connor & Son sold three dozen washing machines through W. W. Chown Company, Belleville, last year, and they want a few more customers of that standard.

"Will you consider a five-year order for your back cover?" asked an exhibitor at Peterboro. "Sorry, but that's contracted for with the National Cash Register Company, one of the shrewdest advertisers in America," we replied. "If you decide to open your front cover give us first chance, then, and in the meantime we'll probably use a full page inside."

H. H. Cowherd, of the Standard Paint Company of Canada, who knew Secretary Wrigley had considered giving up newspaper work a few months ago, visited Peterboro to offer him a good position on the "Ruberoid" staff. The offer might have been accepted three months ago, but the Hardware and Stove Journal has the secretary cinched now. And the "Ruberoid" ad. appears in this issue to help push a good thing along.

"If your competitor talks about you put him on your payroll. Never mind what he says so long as he talks. By recognizing your competition he pays you a compliment you should appreciate."

Problems of Price Maintenance

Address delivered by Mr. Maxwell, of the Iver Johnson Arms and Cycle Works, Fitchburg, Mass., at Peterboro' Convention

I have been asked to talk about price maintenance to-day. Here is a good place to use several "Whys," for the subject of price maintenance involves a number of other subjects that are not without their perplexities.

You, gentlemen, are hardware merchants. You are not conducting departmental stores or variety bazaars. You have your own particular problems. Because Smith made a fortune out of a chain of racket stores, or Jones has become a millionaire in the department store business is no reason why we should blindly adopt the methods of either.

There is unfortunately a tendency on the part of some hardware merchants to imitate the methods of the department stores and variety bazaars. It was this tendency that prompted us to adopt our present policy of prescribed resale prices on the Iver Johnson revolver. We did it to protect the hardware merchants who are not yet ready to accept departmental store methods. And, strange to relate, we found that former price cutters were, almost without exception, exceedingly glad to see us step in and protect them against themselves.

None of them had a very clear idea of why they had been cutting prices on the Iver Johnson revolver. Each seemed to think that someone else had started it. As a matter of fact these price cutters had not been acting with any clearly defined purpose. They had seen and marveled at the growth of the big departmental stores, they had felt the sting of mail order competition and they had jumped to the conclusion that price cutting was the key to success in all branches of modern merchandising. But they found that there is a difference between real underpricing of standard merchandise and pretended underpricing of merchandise that is not standard. They found that methods which can be successfully applied to the sale at retail of wearing apparel, jewelry, books, varieties and food are not appropriate to standard hardware. They discovered these facts and they are in a way to discover others.

Hardware, a Distinct Trade.

Now let us use a few "whys." The merchant who sells articles of personal wear or adornment has the most common quality of human nature as an aid to the accomplishment of his purposes. There is no man, woman or child who is wholly without vanity of personal appearance. There are none, except those in the most abject poverty, who limit their purchases of wearing apparel to their actual necessities. Practically every article in a draper's shop has within itself the power to create the desire of possession in one or more persons, even though no real need exists. Nine-tenths of the merchandising methods of the departmental stores are predicated on this fact, which in itself is sufficient to warn the hardware merchant that he can not blindly copy those methods.

The purveyor of food has the human stomach and palate on his side, and can safely make use of many of the methods of the department store.

The five and ten-cent store is the rummage bag of merchandising. It appeals to a queer human instinct and its methods can not be largely introduced into any other kind of business without putting such business on the same level with the varieties bazaar. In other words, to successfully practice five and ten-cent store methods, you must largely convert your business into a five and ten-cent business.

Now the hardware merchant has a distinctly different problem from the draper or the grocer. I do not know of any universal human instinct that he can rely upon to his profit except this one: The average man in buying the average article from a hardware stock has a grim determination to buy something that will last. In buying a suit of clothing he knows that it is only one of many he will have to buy if he lives and the selection of it isn't such a serious matter. If he picks out an inferior suit this time, he can profit by his experience next time. But it's different in a hardware store. The man who buys a saw or a hammer wants one that will last. Perhaps he doesn't ever expect to buy another. When he buys paint, he is figuring on the basis of years of wear. The same with stoves, fencing, cutlery, builders' hardware, culinary articles, fire arms, in fact, pretty much everything in a hardware stock.

Price Cutting Doesn't Pay.

With this fact before us and also bearing in mind the other facts we have touched upon, how does it profit a hardware merchant to be a price cutter. First, let us consider what kind of a price cutter he is going to be: a real one or a pretender. Is he going to handle standard goods and underprice them? If so, he must rely on increased trade to offset his lessened profits on each sale.

At this point I again wish to emphasize the distinction between hardware and articles of personal wear or adornment. The majority of articles in a hardware stock are things that are not bought until they are actually needed. If I did not need a saw, I would not buy one because you were offering saws at bargain prices. If my kitchen floor didn't need to be painted, I would not paint it because you were having a cut price paint sale. If I needed a saw or a tin of paint and thought that you were selling equally good saws and paint at lower prices than your competitors, I would very probably buy the goods from you.

But the point I want to make is this: You do not create a demand for the saw and paint by your price cutting. You simply supply the demand that my needs have already created. Someone was bound to sell that saw and tin of paint because I needed them. You get the business because you undersell your competitors. Very well so far, and if you can attract sufficient patronage from your competitors to more than make up for your smaller profits, you are the temporary gainer thereby. But your competitors are not going to stand by and see you take their business away from them, if they can help it.

And they can help it, if you are taking their trade away by price cutting. Speaking generally, they can cut prices just as much and just as effectively as you can. There is nothing constructive about a policy that simply consists of attempting to undersell your competitors. This, I think, is particularly true of the hardware business.

The quantity of new business that you create is negligible and that which you take away from your competitors, it is quite possible for them to regain by the same means. There are better ways of trade building and they do not invite ruinous price cutting wars.

Cutting Does Not Create Trade.

What I have just said applies particularly to the general policy of trying to underprice your competitors on everything. It also applies in part to special sales and the use of cut price leaders. Except on hardware

novelties—and a real novelty does not need any price cut prices on hardware than perhaps any other line of cutting—I believe there is less power of suggestion in merchandise. A cut price may occasionally hasten a buyer's resolution to purchase a piece of hardware that he already has in contemplation, but it rarely creates a buyer who would not sooner or later have become one without the aid.

Getting people into a hardware store does not quite have the same result as in some other lines of trade. It's a good thing, of course, but people don't, as a rule, wander around a hardware store looking for suggestions of ways to spend their money. They know what they want and there isn't much power of suggestion in anything else in a hardware line. The psychology of hardware merchandising is quite different from that which can be successfully applied to wearing apparel, jewelry, books, varieties and food.

Therefore, as applied to the hardware business, I am not a great believer in the value of cut price leaders and special cut price sales. And there is still another reason for this. Assume that there are as many as three hardware stores in a town and all of them use underpriced leaders and special sales. Each store will naturally select different lines of goods for such purposes and in the course of a year the three combined will upset prices on a great many different kinds of merchandise.

Misrepresentation in Advertising.

Now let us turn our attention for a moment to the pretender—the man who undertakes to undersell his competitors by specializing on a cheaper class of goods. This gets us pretty close to the Catalogue House question, for a great many advocate this means of meeting catalogue house competition. They say: "Put in cheap goods and meet or beat the catalogue house prices." I believe that the gentlemen who advocate that theory fail to recognize all of the subtleties and complexities of the catalogue house problem. If the local merchant cannot convince his people that a first-class article is better than the catalogue house quality, how is he going to convince them that a cheap article is as good? I wish that I could find the words to impress on the minds of everyone that the catalogue house question is a psychological question and will baffle solution until it is so recognized.

If anyone asked me to state what I consider the greatest books in the English language I believe that I should be tempted to name among others the catalogues of the big mail-order houses. I really mean that. It seems to me that they have a metaphysical value that far exceeds their value for any other purpose. The catalogue houses have extracted the very essence of psychology from their dealings with mankind and preserved it on the pages of their catalogues.

Once in a while you hear someone say something like this: "Jones has forgotten more than Smith ever knew." The catalogue houses never forget. Men may come and men may go, but the mail order catalogue goes on forever and it never gives up any of the knowledge or the experience that mortal man has confided to it. It thinks with the brains and speaks with the voices of a thousand men. It never speaks without thinking and the thoughts that guide its speech are the thoughts of men who have fathomed the depths and chared the reefs of human credulity.

The solution of the catalogue house question is to be found in the mind of the man who patronizes catalogue houses. What mental processes does he use to arrive at the conclusion that he ought to buy his goods by mail? What induces him to laboriously compile his order, buy his draft, forego the privilege of making his selection from personal inspection and endure a delay in receiving the goods that little comports with the inclinations of most of us after we have decided that we want a given article? What makes him do it?

One rainy morning a good many years ago I sat in a bunk room at the Old Bay District Race Track in San Francisco and listened to the anecdotes of a Western horseman and race track plunger. He got to talking about confidence men, wire tappers, goldbricks, the sick engineer, the dealer's revenge, and various other time-haloed confidence games. "The queer part about it," he said, "is that such swindles are clumsy and unreasonable and the men who practice them, as a rule, are neither plausible nor convincing. I figure it," he continued, "that the victim has to bunco himself. The fellow who gets buncoed wants to believe what the confidence man tells him. He is tackled on a proposition he knows nothing about. His imagination and greed are excited and he 'con's' himself."

Mail Order Buying Analyzed.

Now I do not possess any intimate knowledge of confidence men. Nor do I wish to be understood as comparing the methods of the catalogue houses to those of confidence men. I do not mean that at all. But I would like to ask each of you to try to imagine yourself a resident of a rural community, without any commercial training or knowledge of merchandise and without any commercial instinct beyond a very natural and very commendable instinct to get as much for your dollar as you can. Along comes the catalogue house with its slogans: "Buy Direct," "Save the Middle Man's Profit," "Buy Direct From Us, with Only One Small Profit Added." It looks reasonable to you. You say to yourself: "I spend a good deal of money with the local merchants. They make good livings out of my neighbors and me. We are supporting them. If we could save the money that now goes to the support of them and their families, we would be just that much ahead."

You send for a mail order catalogue. You look it through and perhaps you let your home merchants know you have discovered how they have been robbing you for fifteen or twenty years. Perhaps they tell you that they can make you the same or lower prices on the same kind of goods. That may shake your confidence a little and you go home and commence to thumb over your catalogue again. You want the mail order people to make good their claims. You are on their side, all right. You want to believe that they can do what they say they can do.

You turn the pages of your catalogue and you see there right before you the why and wherefore of the catalogue business—that is to say, you see the catalogue house side of it—and let me tell you right here, you see as strong and convincing arguments as you ever heard anywhere. A beautiful picture is spread out before your mind's eye. You see a mammoth institution. You get a vision of the factories, which the catalogue houses say they own or control, and you say to yourself, "This is a pretty big proposition."

How Buyers are Faked.

The catalogue houses explain to you why they are able to save you money. They say, as you already know, that the middlemen make a profit or they wouldn't be in business. Now, then, it seems very simple to you: if you cut out these middlemen you save their profit.

As to the quality of the goods described in the catalogue, there isn't much room for doubt—provided you want to believe. There is a judicious sprinkling of

standard goods. The catalogue houses don't come right out and say so, but somehow you get the idea that any manufacturer who gets a chance to supply them with goods is a mighty lucky fellow. Their "standards are so high" and their "preliminary tests are so rigid." You come across an article which they explain "Has the manufacturer's name left off. Just the same, only you don't pay for the manufacturer's name." Or, perhaps, it is an article "made expressly for" the catalogue house "by one of the world's leading manufacturers." In the state of mind that has been created, you can easily see that the catalogue houses are on such terms with the leading manufacturers that your local merchant can never hope to compete with them. It's just a question of which is the best catalogue house to do business with.

Gentlemen, it is plausible and convincing and you would reach the same conclusions as are being reached by millions of consumers, if you had no greater acquaintance with the fundamental laws of merchandising and no greater discrimination of merchandise values than they have.

(To be continued).



"All things come to him who waits,
But here's a rule that's slicker,
The man who hustles while he waits,
Will get there all the quicker."
—President-elect Chown.

The Hardware & Stove Journal editor acknowledges the receipt of a ten-pound Stilton cheese, covered with "Brighten up" stickers, from that olly soul, W. J. Carter, of Picton. Friend Carter is a living exponent of that "S. W. P." slogan. You've simply got to "Brighten up" when he's around.

The Ontario Lantern and Lamp Company, Hamilton, distributed samples of the "germ-proof" glass telephone mouthpiece manufactured by their sister company, the Canadian Tungsten Lamp Company, Hamil-

"B. H. paint, B. H. paint, we'll be there when other's ain't," repeated half a dozen times, was the noisemaker which John Irwin's bunch of hustlers turned loose whenever there was a chance to get a word in edgewise.

Quite a number of the exhibitors sold all the goods on exhibit to the retail hardware and stove firms at Peterboro.

Roy G. Stafford, Belleville, who had never attended a hardware convention before, writes that he will not miss any more. "It was far more helpful and better than I anticipated."

Chas. W. Mulvey, President Winnipeg Retail Hardware Association, sent his regrets at being unable to attend the convention, and A. T. Linton, Calgary, President Alberta Hardware Association, did likewise.

"Some merchants have complained to me of being pestered for orders at every turn by certain over-zealous travellers. This should not be. First explain merit of your goods and orders will surely follow," writes L. J. Levy, Boeckh Bros., Toronto, who will be a contestant in next year's suit case competition.

Around the convention hall were the following mottos: "Boost and boom our Association," "Give every customer a square deal," "The exhibitors help us—help them," "Get acquainted with the man next you," "Treat your competitor as you'd like him to treat you," "The retail hardware convention is a clearing house of ideas," "Think out your work—then work out your think."

J. A. Hossack had a revised version of the alphabet at Peterboro. It ran abcdefghijkLUFKIN.

M. B. Peart, of Peart Bros., the new hardware jobbers at Regina, made a lot of friends at the convention. And he bought a lot of goods.

The band concerts on Tuesday and Wednesday evenings, rendered by the 57th Regimental Band, were of a very high order and were a credit to R. Gliddon, the leader.

Tom Williamson sprung this toast at one of the midnight sessions: "Here's to those who wish us well, and those who don't can go to H——owlands."

F. N. Tobin, Tobin Arms Manufacturing Company, is a prince of entertainers. With A. A. Bittues and Adam Taylor as joint hosts he entertained a large circle of friends in Room 17 of the Oriental on Thursday evening.

"Please convey to the members of the Ontario Retail Hardware Association my sincere thanks for their good wishes and also tell them I will take into serious consideration your further suggestion," wrote J. G. Lewis, vice-president Lewis Bros., Montreal, when replying to the telegram of congratulation sent by Secretary Wrigley as instructed by the convention.

A. W. Humphries, Parkhill, Charles C. Lee, Goderich, and J. R. Myers, Stratford, were disappointed men. Illness kept them away from the convention. This is the first that ex-President Humphries has missed.

D. Brocklebank, in his canvass of the members at Peterboro, secured 59 provisional applications for insurance and these, with those already secured, will make an excellent basis for the future work of the committee.

So great was the jam in the Armouries on Wednesday evening that several women had to be taken into the booths to prevent them from fainting. A special afternoon for the women and children would be a good feature at the Guelph exhibition.

When W. J. Carter, Picton, got home he had a half column article inserted in the local paper boosting the hardware convention, and telling what a hit Barker's Picton-made stoves had made at Peterboro. Then he sat down and wrote a letter to every exhibitor of the lines he handles in hardware, etc., expressing his thanks for supporting the Association, and giving them to understand it means every dollar's worth of trade he can throw their way. "For instance, we require a set of vault doors. When purchasing a safe we bought same from Taylor's and had intended buying the doors from them, but now it will be Goldie & McCulloch. While at the convention we purchased from Lewis Bros. 18 guns, 6,000 rounds of ammunition, 1 coil ¾-inch manilla rope, all their exhibit of hammocks, and one of the refrigerators. From E. F. Walter & Company, 24 dozen pocket knives, 3 dozen table knives, and ice cream freezers, agate ware, and other lines too numerous to mention. From Tobin Arms Company, 2 guns. From Onward Manufacturing Company, 1 vacuum cleaner. From D. Maxwell & Sons, 3 wheelbarrows. From J. J. Turner & Son, 8 tents. From N. B. Misener, 1 electric reading lamp, and from the Hollow Cable Company, 4 dozen carpet whips and egg beaters."

British Columbia Convention

Former Toronto Traveler Chosen President at New Westminster, March 7.—New Secretary.

The Ninth Annual Convention of the British Columbia Hardware Dealers' Association was held at New Westminster, March 7, it being the most enthusiastic and largest convention yet held in the Pacific Province.

The presence of H. T. Kirk, New Westminster, President of the British Columbia Association at the Ontario Convention at Peterboro, gave added interest to this year's B. C. Convention, and the forms of the Hardware and Stove Journal were held until telegraphic reports could be received regarding the British Columbia gathering.

Fraternal Greetings Extended.

Representing the Ontario Retail Hardware and Stove Dealers' Association, Secretary Wrigley sent the following telegram to Vice-President Martin at Vancouver: "Ontario Association sends fraternal greetings to British Columbia Hardware Dealers' Association, and regrets inability to send representative to your Ninth Annual Convention. Your action in sending President Kirk to the Peterboro Convention



HARRY MARTIN
New President of British Columbia Hardware Dealers Association.

thoroughly approved. Peterboro convention and Exhibition was our greatest success. We hope your next President will attend our Convention at Guelph next February. Let's build a Dominion Retail Hardware Association."

A second telegram was sent by the Hardware and Stove Journal asking Mr. Martin to have a photographer secure a flash-light picture of the banquet on Tuesday night, and forward the bill to the Canadian Hardware and Stove Journal.

In response to the two telegrams Mr. Martin replied:

"Our convention was the most enthusiastic and well attended all-day convention ever held at New Westminster. Your telegrams were read to the convention amid great applause.

"S. J. Drake, representing the Victoria Retail Hardware Association was present and addressed the convention. Convention discussed price-cutting, need of an amendment to the Lien Law, the closing of stores on Saturdays between one and seven p.m. from May to October, this being carried. The action of certain jobbers responsible for unfair competition was severely condemned.

"In the election of officers a live-wire Secretary, in the person of R. B. Dinning was appointed. H. T. Martin being elected President; John Paine, Paine & McMullen, North Vancouver, Vice-President; George Blakely, J. T. Trapp & Co., New Westminster, Second Vice-President, with a live Executive Committee, consisting of H. T. Kirk and C. Bryson, New Westminster; C. K. Snell, Geo. Moscrop, C. Kennedy, J. A. Fortier, and W. C. Stearman, all of Vancouver. Perfect harmony prevailed.

"R. P. McLennan acted as Toast Master at the banquet in the evening, rousing speeches being delivered and roaring songs sung amid tremendous enthusiasm. President Kirk arrived from the east during the banquet, and when he entered the banquet hall, the enthusiasm nearly raised the roof.

"Photographs and details following."

Another telegram was received by the Hardware and Stove Journal from President Kirk, giving the names of the new officers, and saying:

"The convention was the best attended and most successful ever held. Ontario greetings received amidst prolonged applause. Wish you in return all that is good for you. Stores close one to seven p.m. Saturdays, May to October. Grievance and price committees appointed. S. J. Drake addressed the convention regarding the work being done in Victoria. Geo. Blakely spoke regarding the work expected from members of the Association. Harry Martin, in accepting office asked for the co-operation of all the members, and Secretary Dinning urged the members to back the Executive, to be loyal to the Association, and to compete with their fellow hardware men on a fair basis."

To Extend Association Work.

The British Columbia Retail Hardware Dealers' Association for several years has included only members from Vancouver, North Vancouver, and New Westminster, the Victoria Association having separated about three years ago. As a result of his visit to Ontario, however, President Kirk has returned to the Coast with the intention of urging a Provincial organization, taking in the hardware men at Vancouver Island, as well as in the upper country.

Mr. Martin, the new president, is head of the firm of Martin, Finlayson & Mather, having been up to three years ago traveling representative in B. C. for H. S. Howland, Sons & Co., Toronto, being an intimate associate of Tom Wright, also of H. S. Howland Sons & Co., who made himself so popular at the Ontario convention at Peterboro.

R. D. Dinning, the new Secretary of the British Columbia Association, is also secretary of the Retail Grocers' and Retail Merchants' Association, and his appointment insures that life and activity will be put into all plans decided upon by the British Columbia Association.

The April number of the Hardware and Stove Journal will contain a photograph of the British Columbia Convention taken specially for this paper.

Magladery Bros., New Liskeard, held their delivery of farm implements on March 1, the delivery being the largest ever made by an Ontario firm, comprising thirteen carloads of farm machinery, all of which had to be unpacked and assembled before the parade conducted by the firm, and for which they offered two prizes for the best decorated outfits. After the parade Magladery Bros. acted as hosts at a banquet attended by about two hundred farmers and citizens, a band being in



MAGLADERY'S IMPLEMENT DELIVERY AT NEW LISKEARD

attendance. Following the banquet Wm. Magladery, who so ably conducted the "Question Box" at the Peterboro convention, acted as chairman, and a very interesting series of addresses were delivered by prominent men in the district, and prominent agriculturalists.

Canadian Trade News

HARDWARE BUSINESS CHANGES.

Nova Scotia.

New Glasgow—Thompson & Sutherland, Ltd., acquired the business of C. Thompson & Co., North Sidney, and also have branches at Glace Bay, Stellarton, Sidney Mines, and Westville.

Halifax—A. A. Hockins resigned from A. M. Bell & Co. and joined the staff of the Miller Morse Hardware Co., Winnipeg.

Quebec.

Montreal—H. Gourgeon succeeds L. Trudel, Ltd.

Ontario.

Wallaceburg—Munroe & Zavitz succeed Stonehouse, Munroe & Zavitz.

Chatsworth—H. McCullough succeeds Jos. Baird.

Seaforth—McIntyre & Edge succeed McIntyre & Co.

Pembroke—Dewar & Ryan succeed Mackie & Ryan.

St. George—Burt & Shannon succeeds Jas. McNeilly & Co.

Milverton—John Ritter succeeds W. F. Finbeiner.

Beeton—A. McCague & Co., entering hardware business.

Hensall—J. B. McArthur and J. & C. McDonnell suffered loss by fire. Bonthron & Drysdale succeed J. & C. McDonell.

Fort William—Hamilton & Co. succeeds Hamilton & Hocking.

Comber—Beattie & Frankfurth succeeds Thos. Beattie.

Hepworth—John McKay suffered loss by fire.

Port Arthur—Fallis-Tourtollet Hardware Co., suffered loss by fire.

Manitoba.

Stonewall—Paterson & Vincent succeed E. Williams & Co. and G. M. Brown.

Saskatchewan.

Saskatoon—F. A. Cowan, opening branch warehouse for Pease Waldon Co., Winnipeg. H. Varty, opening branch warehouse for Miller, Morse & Co., Winnipeg. M. Isbister & Son, succeeded by Isbister & Pretty. Garlock & Westhaven, succeeded by Westhaven & Brandon. Great West Saddlery Co. and J. H. Ashdown Co., erecting joint six story warehouse building to cost $150,000.

Machlin—Fetherstonhaugh & Co., succeed Fetherstonehaugh & Heminway.

Wolseley—J. F. Elsley succeeds G. H. Hurlburt.

Pelly—R. Brown, opening business.

Nokomis—Bradshaw & Anderson opening new store.

Lumsden—Thompson & McDonald succeed J. T. Brock.

Fleming—Travis & Dynes succeeds R. Campbell.

Weyburn—Fraser & Enticknap succeed Jas. Tedford.

Earl Grey—S. A. Youngberg succeeds P. A. Sharpe & Co.

Bladworth—Hugh Graham & Co. succeeds W. Burwash.

Eyebrow—C. W. Gimby & Son succeed C. W. Gimby.

Springside—E. S. Atkinson, new store.

Radville—S. S. Hill succeeds Radville Hardware Co.

Landis—Albert McPherson suffered loss by fire.

Alameda—R. A. Scott suffered loss by fire.

Mortlach—W. A. McDonald & John McDonald, Paisley, Ont., who recently bought the business of C. H. Claxton, both died of pneumonia.

Alberta.

Nevis—F. Kirkman & Co. establishing business.

Chauvin—Lewis & McClintock establishing hardware business.

Gleichen—C. J. Bray sold to McKay & McKimmon.

Beaver Creek—Jackson Bros. of Pincher Creek, opening branch.

McKenna—B. F. Fisher opening hardware store.

Botha—W. L. Friend succeeds W. H. Hunter & Son.

Winnifred—Winchcombe & Tyndell dissolved partnership.

British Columbia.

New Westminster—James & McClugan suffered loss by fire.

Victoria—A. B. Fraser, President W. S. Fraser & Co., dead.

J. W. McDonald, North Bay, has been making a trip through Western Canada.

Alonzo W. Spooner, manufacturer of "Copperine," Port Hope, died suddenly at Webbwood, on Feb. 20.

Comkey Bros. have established a hardware manufacturers' agency at Vancouver, with a branch office at Calgary.

W. J. Christie, Canadian Heating & Ventilating Co., Owen Sound, has returned from a successful trip in Western Canada.

Hohelfield Mfg. Co., Philadelphia, makers of hammocks, etc., are now represented in Canada by W. H. Paget, 777 Queen St. E., Toronto.

The Canadian Tap & Die Co., Galt, is now controlled by Edward Blake, Jr., recently manager of sales for Willis Bros., Co., Greenfield, Mass.

Eureka Damper Co., Montreal, have been incorporated with a capitalization of $60,000, to manufacture stoves and other heating appliances.

F. H. Smith, who has represented the Gurney Foundry in Northern Ontario, has been appointed manager of the Gurney-Oxford store on Yonge St., Toronto.

The Springer Lock Co., Belleville, has appointed W. G. Marston as Sales-Manager. Mr. Marston was for twenty years buyer for the Aikenhead Hardware Co., Toronto.

R. Hinrichs, Calgary representative of the Gurney Foundry Co., was a caller on the Hardware and Stove Journal recently. Mr. Hinrichs is open for one or two agencies which will work in with his stove and heating trade.

E. C. Hall, of Linton & Hall, Calgary, called on the Hardware and Stove Journal, Toronto, last month, having his bride with him. Mrs. Hall (nee Miss Ethel Bawden), was formerly connected with the heating business, having been on the staff of the Woodhall Metal Co., Calgary.

F. J. Butler has been appointed Canadian representative of Pratt & Lambert, Buffalo and Bridgeburg, with headquarters with Stewart & Wood, 84 York St., Toronto. Mr. Butler will be assisted in calling on the trade in Ontario by J. V. O'Donnel, both of whom attended the Peterboro convention.

The Gurney Foundry Co., Toronto, have been successful in landing, in the face of the keenest of competition from firms in all parts of America, the contracts for the elaborate kitchen equipment of the new Chateau Laurier and the G. T. R. depot at Ottawa. These equipments will, by long odds, be the finest yet installed in Canada.

W. Hallorn, formerly with the Gurney Foundry Co., and Bowman Gas Range Co., Toronto, has been appointed Ontario sales representative for the Supreme Heating Co., Welland, to succeed John D. Meister, who has returned to the United States after one year in Canada. Mr. Hallorn has a good line of coal and gas ranges, and should get a lot of business in his new job.

A new brand of whitewash brushes known as "Beaver" Brand, will shortly be placed on the market by Boeckh Bros. Company, Toronto. These are made by entirely new process, doing away with old style of Leather Bound Brushes. Merchants should see these before ordering, or write the firm for samples and prices. No leather or tin ferrules are used on the "Beaver" brand.

Co-incident with the opening of their new Toronto warehouse at 215-219 Victoria Street, the Martin-Senour Co., Montreal, are commencing a live poster campaign which will last until September. The Duncan Lithographing Co., Hamilton, are handling this work, and bill-boards in every point of importance in Canada will, during the next six months, force Martin-Senour paints to the attention of paint buyers in all parts of Canada. This publicity campaign is but one of the many helps to retailers being given by the Mertin-Senour Co.

WILL BOOST JOURNAL CIRCULATION.

H. T. Kirk, the live-wire from British Columbia called at the Hardware and Stove Journal's office in Toronto, before leaving for the West, and asked for a subscription receipt book, promising to line up forty or fifty of the Vancouver and Westminster hardware men before he settled down to work again. "Your Journal is a fine paper, and every hardware merchant in Canada should subscribe," said Mr. Kirk.

HARDWARE BUSINESS OPPORTUNITIES.

Ads. inserted under this head one cent per word, each insertion. Each Journal subscriber is allowed to insert one 25 word ad. free each year.

BUSINESS FOR SALE—One of the best Hardwares in Saskatchewan. Stock about $14,000. Buildings at reasonable rent. $6,000 cash will handle it. Business increasing, prospects bright, turnover and profits satisfactory. Will be off the market if not sold by April first. Don't answer unless you mean business, if full information is satisfactory. Write in first instance to box 101, Canadian Hardware and Stove Journal, Toronto.

BUSINESS FOR SALE—Hardware, stove and tinsmith business of 50 years' standing in city of Kingston. The business is being offered as a going concern in connection with closing up of estate of late owner, S. J. Horsey (died Feb. 2nd). For particulars apply to R. W. Horsey, 189 Princess St., Kingston.

SITUATION WANTED—By Retail Salesman, with seven years' experience in Ireland. In Canada a year. Open for position in retail store. James Robinson, 32 Murray Street, Toronto.

SALESMAN WANTED—An experienced salesman of good address, about twenty-five years of age, must speak and write English and French fluently. Wages $15 per week to begin with. Send references and photo if possible and state experience. Smith & Gaetz, Red Deer, Alta.

SALESMAN WANTED—Experienced and successful retail hardware salesman. Must be good stock-keeper and buyer. State full particulars, age, experience, etc., give references and send photo. Ability, energy, with lots snap very essential. Salary $1,200 a year. Moose Jaw Hardware Co., Ltd., Moose Jaw, Sask.

TINNER'S TOOLS FOR SALE—A set second-hand tinner's tools in good repair. John Duffy, Broadview, Sask.

TINSMITH WANTED—A tinsmith and plumber, one capable of laying out and figuring a furnace or bathroom job. State first letter age, nationality, experience, and with whom, if total abstainer, wages expected, if married, and names of references. Correspondence confidential. F. E. Hendershot, Mount Forest, Ont.

TINSMITH WANTED—Experienced, able to take charge of this department. Expert on furnace work. Good position to capable man. Best Stove and Hardware Co., Peterborough.

WANTED—Tinsmiths and press hands at all times. Correspondence invited. E. T. Wright & Co., Hamilton.

For the Last Half-Century

"QUEEN'S HEAD"



Galvanized Iron

Has been the Standard of the World—not of Canada alone.

Solid worth has made and kept . . . . it so . . . . . .

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

Hand Vacuum Cleaners

I claim to have the most powerful and durable Hand Vacuum Cleaner on the market. Write for full particulars and agencies.

R. HAWKINS, Hardware Merchant
Smith's Falls - - Ontario

Opportunity for Tinsmiths

Three tinsmiths, good bench hands. Steady work on Heavy Kitchen Cooking apparatus. Apply at once.

The Gurney Foundry Co.
500 King St. W. - - Toronto

GRAY'S SCHOOL

OF

Sheet Metal Pattern Drafting

We do not teach Mathematics or any preliminary studies

But we do teach Detailing and the Development of Patterns for Cornices, Sky-lights, Metal Windows, Heating and Ventilation, and Tin Shop Work.

Our methods are the shortest and easiest. We teach our scholars to lay out work as it is required to be gotten out in a modern sheet metal works.

Write for full information concerning this school, also for full size school drawing.

Address

GRAY'S SCHOOL

3537 3rd Ave. - New York City

P.S.—When writing please mention this Journal.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

Paint and Varnish Trades

DECORATIVE IDEA AND PAINT PROFITS.

Written for the Journal by C. M. Lemperly.

Each day more merchants are coming to the belief and assurance that they can't sell paint and varnish unless they sell a service along with the goods. Cans and brushes have no meaning on the shelves. They carry with them nothing of interest, nothing of desire, nothing of suggestion, and these are all elements of sale. What I mean in this—if you went into a store for a lawn-mower this spring, and saw shelves of paint cans, you wouldn't think of buying paint unless you went to that store to buy paint. Whereas, if you entered that store to buy a lawn-mower and you looked up at the walls and saw a couple of handsome decorative sketches, showing the walls and ceiling, and woodwork done in the actual materials, you would take notice. You might not buy the materials then and there, but that display would set you thinking, and that is more than cans would do.

But you say, such displays are expensive and hard to arrange. They are the easiest thing in the whole line of store advertising to prepare because the manufacturer will help you. It is, of course, taken for granted that before he will give you this service, you should have a good enough stock of his goods on hand to make the display pay. Manufacturers believe in reciprocity, and it is quite right that they should. So, if you are wondering how to sell wall finishes, cold water specialties, wood stains, etc., this spring, you just sit down and write the manufacturer or take it up with his salesman or branch and tell him about it. You will be sure to get some decorative ideas and helps that will bring you the business you are after.

This is an age of building. When a workman gets a little saved up in the bank, he wants to build a house. When a rich man gets tired of his city home, he wants one a little removed from the smoke and goes out into the country. And commercial building is going on the same way, all the time. If paint dealers only would follow up these operations systematically, timely, and persistently with decorative suggestions, they would not wonder why their paint department didn't pay. Nothing will pay, my friends, if you don't make it pay. It is just like a machine—it may be perfect mechanically, but if you don't put brains and care into the operation, you can't make it profitable and still you can't blame the machine for others are making it a remunerative investment—a paying proposition.

Place yourself in the position of a man building a new home. How would you be influenced to use Blank's wall finishes, if all you got in the mails was an old color card? You can't get high class decorative business that way because it requires sketches, a decorative service, and suggestions that are elastic and can be changed to suit different exterior sites and interior arrangements.

There is one large manufacturer of high grade paints and varnishes offering its agents and dealers a complete decorative service that has been years in the making. Now it is complete, efficient and prompt. This service is not worked through these dealers for a profit, but for a service, the whole idea being to sell goods after they are bought by the retailer. What's the result? Dealers everywhere are seeing in that service the real, up-to-date way of selling paints and finishing materials. The old way has passed on and has given way to this new and revolutionizing way.

No dealer can sell finishes unless he appeals in some way to the interest, the desire, the longing if you will, of his prospects. These appeals can be made best by decorative suggestions. Color is an important part of selling paint. You know that because you have no doubt lost many a sale when you have been "out" of some shade and the person insisted upon having just that shade. Just so, when a person sees a decorative scheme he likes, he will stop at nothing and will follow it up till he has the same effect in his own home.

Now there is one other great advantage of taking the decorative service idea. Times are not as good as they might be. People know that prices are not as low as they might be, so the dealer must approach the subject of painting in a way that will tend to illuminate thought of price in the purchaser's mind. Decoration does that. It makes the desire so much stronger than the thought of economy that it forces a sale and makes a satisfied customer who will come back, as he needs other suggestions, to buy from you.

ADULTERATION OF PAINT MATERIALS.

J. A. Naud, of the Martin-Senour Co., Montreal, in an address before the hardware section of the local branch of the Retail Merchants' Association, on Feb. 23, stated that on account of the high price of linseed oil and turpentine there was a lot of adulteration being done, and he knew retailers who had purchased adulterated oil and turpentine in good faith, and would of course sell in good faith, unless their attention were drawn to the character of the goods they had secured.

The largest paint manufacturers desire to maintain their reputations for quality, and if they sell retailers white lead which they know is absolutely pure, and this lead is mixed with an adulterated turpentine or linseed oil it is quite evident that the mixture will not prove satisfactory to the retailer's customer. Complaints are bound to come back to the retailer, and the manufacturer may also suffer, although entirely innocent. This was one of the simple methods mentioned by which adulterated linseed oil and turpentine sold to a consumer might bring a loss of prestige and trade to the retailer. Mr. Naud said there was no real substitute for either linseed oil or turpentine, and described methods of detecting adulterations, first mentioning the most common adulterants used with these oils. Apart from a chemical analysis and others, he referred to the taste test, by which petroleum or coal oil is detected by merely tasting either the linseed oil or turpentine in question. Petroleum was largely used as an adulterant.

In the discussion on the address, some of the members admitted having purchased from concerns which were accused of adulteration or substitution, and who offer to pay the cost of an analysis. A resolution was passed to the effect that every dealer should demand the test, and, if the oils showed adulteration, they should be returned, their money demanded, damages claimed and the difference in the cost of the pure oils now and when those in question were purchased.

The same matter, it will be remembered, was referred to in the report made by Secretary Wrigley at the Retail Hardware convention at Peterboro.

Montreal Chicago Vancouver

Another Link Added

Our Dealers have long been acquainted with the high quality of our products—the co-operation extended to develop their paint sales—to turn this increased demand into a bankable profit. We now wish to give "Service" to further this development, so on

MARCH 15, 1911

when we open our New Supply Station

215-7-9 Victoria Street, Toronto

another link will be added to the chain, which will insure our Western Ontario trade factory prices, prompt shipments and low freight. Now if you are ready for more business and will let us help you—you will get it—and what is more, we will take care of you after you get it, for after above date we can give you "*Service.*"

THE MARTIN-SENOUR CO., Limited

Pioneers Pure Paint

MONTREAL TORONTO HALIFAX WINNIPEG

Halifax Toronto Winnipeg



CHI-NAMEL DEMONSTRATION AT PETERBORO CONVENTION.

TRADE MARK
MADE IN ALL COLORS
CHI-NAMEL
REGISTERED

Our representative is now busy visiting merchants who became acquainted with Chi-Namel at the Peterboro Convention and expressed a desire to secure the exclusive sales agency for all Chi-Namel products for their town.

If you have not been called on and desire the Agency for your business district, drop a line to our Canadian Distributer, E. Harris Co., Ltd., King St., Toronto, Ontario, and our Mr. Crooks will see you at an early date and explain the proposition in detail.

Special demonstrators will soon be in the field to assist each new agent in starting the sale of Chi-Namel Products.

The Ohio Varnish Company

CLEVELAND Sole Manfrs. Chi-namel Products TORONTO

Market Situation

METAL MARKETS.

A very satisfactory business is being done by metal merchants, and the outlook for the coming year is brighter than at the opening of the spring of a year ago. Considerable interest has been added to the market owing to the control by speculators of the tin and antimony supplies.

Pig iron has been booked ahead in quantities very satisfactory to the producers. Stove foundry men and other manufacturers are looking forward to an exceptionally good year. Present prices, too, are considered very favorable, and while there are no sensational movements the market is in a satisfactory condition.

Tin continues about the same as a month ago. Quotations range from 43 to 47c., and the market fluctuates from day to day. Incidental upon the strong condition of the tin market there have been advances in solder, tin plates and sheets, and the market is in a condition which does not encourage very large buying. Solder is quoted at 23 and 24c., and M. L. S. and Famous Tin Plates are quoted at $1 advance over last month's figures.

The copper market has had no special feature during the past month. Prices remaining at 13½c. per pound for casting ingots.

Lead and spelter have been in fair demand, with prices continuing unchanged, although an advance in lead is looked for by some.

HARDWARE MARKETS.

Hardware jobbers report February to have been an exceptionally good month, Toronto and Montreal being favored with a lot of extra business developing from the big exhibition of hardware at Peterboro during the retail Convention. While many manufacturers making displays booked orders direct, others booked only through the jobbers named by the retail buyers. Many retailers also took advantage of the Convention to call on the jobbing houses in Toronto, and look over the stocks of new goods in the sample rooms.

Spring lines of goods, such as lawn hose, lawn mowers, garden tools, etc., have been ordered in larger quantities than a year ago, and many shipments are now being made to retailers. Bookings for fall goods are now being made on many lines, and the outlook is for a heavy summer and fall trade. A large business has been done by manufacturers of tinware in sap and sugaring supplies. Stoves and house-furnishings have been ordered ahead in very satisfactory quantities. One manufacturer reports bookings for several carloads of stoves as a result of his exhibit at the Peterboro convention. Good judgment is shown in ordering stoves ahead this year, as for two years back it has been difficult for retailers to secure prompt shipments. It is not sufficient, however, to merely book orders, as unless specifications are given for early delivery, the demand from Western Canada may eat up all the manufacturers' stocks in hand, and make it impossible for them to supply back orders, if shipping instructions are not given until late in the fall. A Winnipeg house which had an increase last year of nearly $200,000 reports their stove sales this year will probably be from $150,000 to $200,000 greater than the high mark set a year ago. A Toronto house reports an increase of about $9,000 so far this year over a year ago. Heavier purchases of enamel and tinware accounting for the advance.

Fishing tackle, baseball, lacrosse supplies, bicycles and other spring sporting goods have been ordered in satisfactory quantities, and jobbers state that this branch of the trade will show a large increase over previous seasons. Some new lines are being shown to the trade by the salesmen representing jobbing houses, and retailers will act wisely in placing orders for these specialties early, as if they are to move at all, the time to push them is when the season first opens.

Builders' hardware shows a good increase, and there is more advance buying than in previous seasons, and the higher quality of builders' hardware manufactured by Canadian manufacturers is winning them a larger share of the trade, retail hardware men apparently seeing the advantage of encouraging Canadian manufacturers to produce the highest grade of hardware required on the Canadian market. Building papers, cement, and other supplies are moving in very satisfactory quantities.

The advance on wire in the United States indicates that there is a probability of higher prices in Canada, and if the advance does take place many retailers will be caught unawares, as up to the present time bookings of wire and other heavy goods have been lighter than in former years. Prices are considerably favorable, but for some reason orders are being placed very slowly. A possible reduction in prices owing to lower duties set by the Reciprocity agreement may have been encouraging some retailers to hold off placing their orders, but as no immediate change is looked for, larger specifications should be booked in March than there have been in either January or February. Bolts and nuts, screws, bar iron, and blacksmiths' supplies are in fair demand, with no change in prices.

PAINT AND OIL MARKETS.

Paint manufacturers report that the volume of their bookings is less than in former years, although the advanced prices make the totals mount up to higher figures.

Manufacturers report, however, that orders placed so far have been very satisfactory, as most retailers have in their spring orders covering their demands very fully, and the slight reduction in quantity ordered merely means a larger amount of sorting throughout the season.

Manufacturers have been agreeably surprised on the way retail trade has taken to advanced prices. Most retailers fully appreciate that the manufacturers themselves have been hit hard by higher cost of raw materials, and while there are some who hesitate to advance their prices, the majority of retailers are adopting the advice given them by trade papers and by the manufacturers, who point out the necessity of advancing the retail price of mixed paint in order to cover the higher cost of manufacturing. One paint manufacturer who recently withdrew his prices and is now re-pricing every order which goes through his office, stated that not a single invoice has been returned to him, and it would seem, therefore, that those who are hesitating to adopt a higher price list should not hesitate any longer.

While January business was rather slow, February shows a good increase, and outlook for both spring orders and sorting business is excellent.

Turpentine is in a much stronger position than it was a month ago when the price quoted was $1.15. Ruling price at present is $1.20, and this is being shaded slightly by some jobbers. It is thought that lower prices may be obtained in May, but from the reports received from Southern States it is hardly safe to figure on lower price for some months to come.

Linseed Oil continues at about the same quotation as prevailed a month ago. Price advanced to $1.20 to $1.23, although there was one break during the month. Prices as low as $1.15 for raw and $1.18 for boiled have been quoted, but the prevailing figure is $1.20 to $1.23.

In connection with high price of Linseed Oil paint manufacturers will have to face a new problem this year. The higher price of oil has encouraged the placing on the market of substitutes, while considerable adulteration is also being done. The manufacturers who have endeavored to make quality their watchword see a danger, however, that unless pure oil and turpentine are used the reputation of their goods may suffer. They are, therefore, urging their local dealers to supply only pure oil with every purchase, and to warn users of paints that substitutes should not be given out with supplies of paint if the reputation for the article is to be maintained.

White lead continues firm at unchanged prices, while red lead, putty, shellac and varnishes are all subject to good demand and quoted at unchanged prices.

New lists on paris green have been issued, quotations being 17c. per pound in 550 pound barrels, 18¼c. on 100 or 50 pound drums, and 20¼c. higher than the figures prevailing in Montreal.

Do You Know the Main Facts About Our Two-Coat Combination Standard Turpentine Shellac and G. P. Hard Oil Finish?

Send for our sample on wood and judge for yourself.

Note particularly the remarkable *surfacing* and *holding up* or supporting properties of *Standard Turpentine Shellac.* It dries semi-flat, does not raise the grain of the wood and requires little or no sand-papering.

A single coat of our F. P. *Hard Oil Finish*, on account of its intrinsic body, produces over *Standard Turpentine Shellac* a really remarkable finish, as demonstrated in our *Two-Coat Combination.*

All Standard Varnish Products are manufactured by International Varnish Co., and sold only in Full Imperial Measure Cans.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO **WINNIPEG**



Business Common Sense

Mr. Dealer,—It's just plain business sense to sell the brand that means most profit and reputation to you.

Reputation means increased business.

Thats one strong reason why you should handle Minerva Products.

MINERVA Paints and Varnishes

are made from the purest and best materials obtainable, and backed by 76 years of paint experience.

The largest railroads and steamship companies and the largest decorators are constant users of Minerva Products.

Make Minerva Paints *your* leader—every sale means a satisfied customer.

The Minerva proposition is attractive.

Write to-day for information and dealer's price list.

PINCHIN, JOHNSTON & CO. (Canada), Limited
377-387 Carlaw Ave., Toronto, Ont.
ESTABLISHED IN ENGLAND IN 1834 (C79)



Name and Design Registered Pat'd 1910

BRUSH QUALITY

is one of the most important features which interest the Practical Painter. You supply him with the best quality of Paints, Oils, Colors, etc. Why not the equivalent in Brushes? Good work cannot be done without them.

BOECKH'S "Steel Grip" Painters' Brushes

are so made as to permit of an even, easy flow of the Paint or Varnish, and the Bristles are held firmly by the Compressed Nickel Ferrules, thereby preventing shedding of the Bristles. Made in Oval or Flat.

Write for full particulars.

The Boeckh Bros. Company, Ltd.

Toronto, Ontario



The Sales that Stick are QUALITY SALES

Martin-Senour Paint

100% PURE

is the attractive force —the essence of Successful Salesmanship over your counter.

One Quality— 100% PURE—

if one were lowered the other would be— but it never will.

The Martin-Senour Co. Limited

Pioneers of Pure Paint

MONTREAL CHICAGO

PREVAILING MARKET PRICES.

Toronto, March 10th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb. 0 11
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting.... 13½
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 65; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel,	2 15 2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots—	
Canadian foundry, No. 1	19 50
Middlesboro, No. 3.....	20 00
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste 30	p.c.
Traps and bends 50	p.c.
Solder, half and half, lb...23	25
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb..43 00	46 50

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots.....	7 25 7 35
72x30 up to 26 gauge, case lots	7 85

Scrap Metal, Dealers' Buying Prices—

Heavy copper and wire	lb. 0 11
Light copper bottoms ...	0 09
Heavy red brass	0 10
Heavy yellow brass	0 08
Light brass	0 06
Tea lead	0 02
Heavy lead	0 02
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Sulphate of copper (blue stone) 0 07
Litharge ground 0 15
Litharge, Flaked..... 0 06½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Banels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12½
U.S. Water white	0 14
U.S. Pratt's astral	0 16
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—

Bulk in casks	2 20
Bulk 100 lb. drums....	2 55
Bladders in barrels	2 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—

Pure Turpentine, single barrels 1 18	1 20
Wood Turpentine	0 90
Linseed Oil, single barrel, raw 1 16	1 20
Linseed Oil, single barrel, boiled 1 19	1 23

Rosin, "G" grade, bbl. lots, 100 lbs. 3 25
Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70
White Lead, ground in oil—
B. B. genuine 7 40
Other brands 6 15 6 65
White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 08½
Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.
Miscellaneous—
Beeswax, per lb. 0 40
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 2 30
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails, base 2 35
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal. Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit,

per doz.	6 00	9 00
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes .	5 00	6 00
'Boys' axes	5 75	6 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets ..	1 70	5 00
Barrel hatchets .	5 50	6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.

Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—
Tarred sealed paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 60

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe —
2 inch, in 10 ft. lengths.. 3 30
3 '' '' .. 4 00
4 '' '' .. 5 28
5 '' '' .. 7 26
6 '' '' .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 '' '' .. 3 15
12 '' '' .. 3 68
15 '' '' .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7 25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Gate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 09
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 09¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japanned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4 25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¾ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

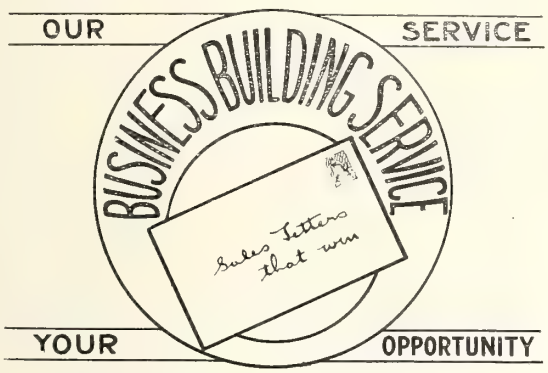
Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

A New Advertising Folder

that will increase your business—Decrease your selling expenses—Augment your profits.

What we have done for others we can do for you—want proof.

We also write "sales-getting" letters, booklets, etc. May we serve you?



201-212 Confederation Life Building
Toronto

Carry the Complete Line



of the biggest trade-winners and best profit-payers on the market. Each recommends the others.

M-L Pure Paints Floor Glaze Elastilite Varnish



The most satisfactory to sell because they are the most satisfactory to use. We carry a complete stock, always ready for prompt shipment. Write for particulars to

Imperial Varnish & Color Co.
Limited

8 to 24 Morse St., Toronto

110 Princess St., Winnipeg **524 Beatty St., Vancouver**

MORE THAN

A MILLION GALLONS

OF

ROBERTSON'S PAINT

HAS BEEN USED IN ONTARIO

This enviable record is sufficient proof that "ROBERTSON'S" Paint is made right—works right and wears right.

It is evidence of genuine merit—evidence of satisfaction both to consumer and dealer.

This old reliable Paint is exceptionally strong in money-making features for the dealer. It saves you money in buying and makes you money in selling.

The profit-allowing price on "ROBERTSON S" Paint also permits of a more saleable selling price to consumers—a stimulant to a greater volume of trade.

Every dealer should send for our attractive Agency Proposition, that he may judge the advantages we offer, before he buys his Paint.

Clip out this Coupon—sign and send it to-day—delays never pay dividends. So get busy—NOW—while you think of it.

OPPORTUNITY COUPON

The James Robertson Co.,
Toronto

Please send me Color Card and prices of "ROBERTSON'S" Paint, also advise what "selling helps" you give to Agents.

NAME.....

ADDRESS.....

HAVE YOU ILLUSTRATED YOUR NEW LINE ?

Photographs for Travellers' Sample Books, Half-tones for Catalogues, etc.

LINE DRAWINGS and ZINC ETCHINGS for GENERAL NEWS ADVERTISING, Etc.



By permission of the Harriston Stove Company.

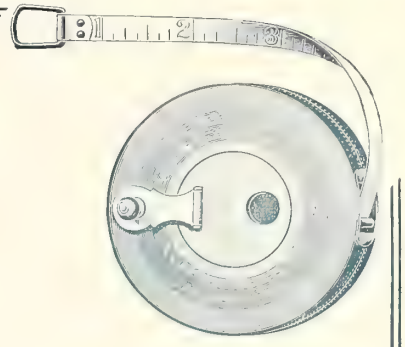
Specimen of Catalogue Illustration.
Photograph, Retouching and Half-tone Engraving complete, the product of our works.

We photograph and make the plates for any nature of advertising or publicity

Legg Bros. Engraving Co.

5 Jordan St. - - TORONTO, CAN.

LUFKIN Measuring Tapes

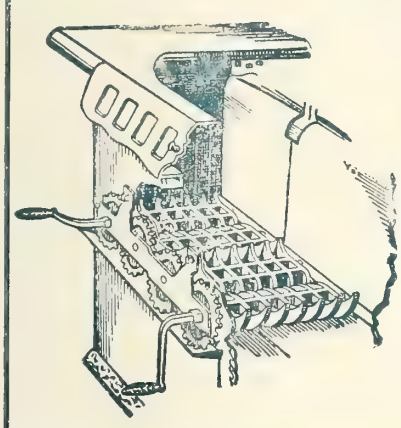


THE BEST SELLING LINE IN THE WORLD

The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE



Here's the Range to Feature!

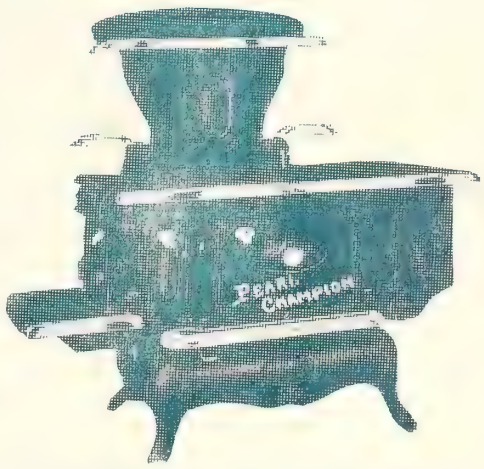
and it is just as good as it looks. The

CHAMPION RANGE

is rendered specially attractive because of the CHAMPION GRATE with the cross-wise, non-warping bars. This grate leads all others because it is more open and more easily shaken, and makes the "Champion" a very favorite range.

Are you selling the "Champion"?

Send for catalogue to-day.



D. J. BARKER & COMPANY
PICTON, ONTARIO

The Trade Mark Protects You—The Goods Protect the Trade Mark

Back of every transfer of real estate are papers bearing the title deed and transfer. These papers are of small intrinsic value in themselves, it is what they represent that counts. The title and deed constitutes the **buyer's** guarantee. The trade mark that we use is only a symbol, but it represents something of tangible value. The Lundy mark is backed by the goods.

Lundy Shovels

are staunch, strong and true. When you purchase you know you are buying the very latest and best made shovel on the market.

Lundy Scoops

are as the shovels, they mean more business, greater volume of sales, and behind them all is the rigid guarantee as to quality.

Send for Catalogue **now,** and resolve to-day that you will look into the matter anyhow.

The Lundy Shovel & Tool Company, Limited
PETERBOROUGH, CANADA

Give a Receipt and Get Protection

For example:

A customer comes into your store in a hurry, makes a fifty-cent purchase, hands you a bill and gets $1.50 change, sticks it in his pocket and hurries out.

Half an hour later customer returns and says he gave you a $5.00 bill and got only $1.50 change?

What are you going to do about it? Argue and lose a customer? Or "give up," feeling sure you have LOST $3.00.

A National Cash Register positively prevents errors of this kind—protects both you and the customer against such disputes. Does more than that—it insures absolute accuracy in every transaction. Records all cash sales, credit sales, money received on account, money paid out.

Pays for itself with the money it saves you.

National Cash Registers cost less now than ever before. Let us send you our booklet and new price list.

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge St. - - Toronto



Successful Merchants Put a Receipt in Every Parcel

National Cash Registers afford the quickest and best means of recording sales, and of automatically issuing a printed receipt that cannot be altered, that is numbered, dated, and has clerk's initials. There is also a duplicate record, which is locked inside the machine for the proprietor's use.

CANADIAN HARDWARE AND STOVE JOURNAL

MONTHLY $1.00 YEARLY

April, 1911 TORONTO Vol. 3. No. 4.

Greater Profit for the Hardware Dealer

Every Paint Oil dealer knows there is a loss where these oils are retailed from barrels or cans with funnels or measures.

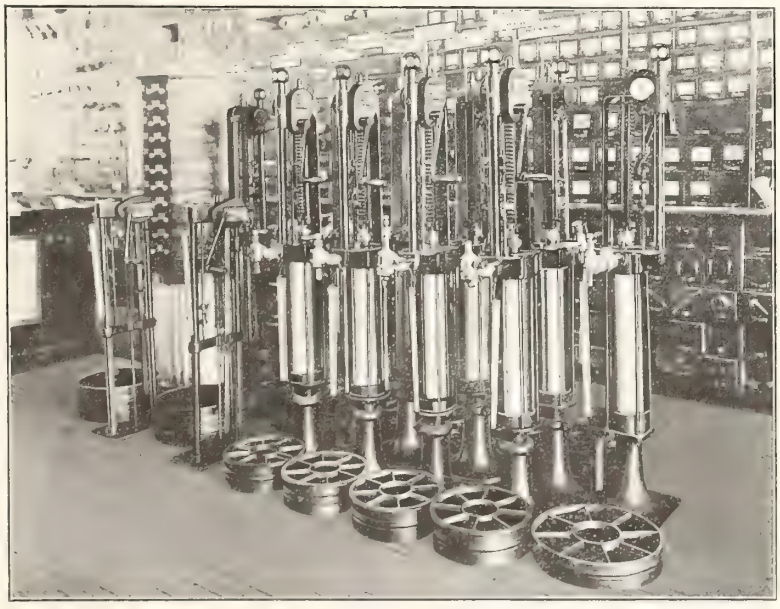
THE BOWSER STORAGE SYSTEM

positively eliminates all loss in this line. The barrels can be emptied into the steel, evaporation—and leak-proof tanks when received—preventing loss from absorption, evaporation, seepage, etc.
This oil can then be discharged directly into the customer's can in exact pre-determined quantities, the price computed, and the number of gallons counted, without the use of measures or funnels. No loss from over-measure, no dissatisfied customers from under-measure or dirty oil, no oil soaked floors, no dirt, no danger. You can't lose with a Bowser. What we have done for others we can do for you. Ask for Book No. 5N.

This cut is reproduced from a photograph of a Bowser System installed for

Geo. W. Ecclestone,
Bracebridge,
Ontario.

Watch for our ad. in the next issue of this Journal. We will reproduce another installation.



This system handles

Boiled and
Raw oil
Turpentine
Machine
Engine
Castor
Cylinder
Separator
Gas Engine and
Fly oil

successfully and economically.

S. F. Bowser & Co., Limited, 66-68 Fraser Ave., Toronto

CANADIAN TRADE PRESS
TORONTO CANADA

The receipt of a sample copy is an invitation to subscribe



An Annuity

A "Follow-up" System

A sure substantial profit

There's a good profit and a sure profit in every GILLETTE sale. GILLETTE prices are, and must be, the same everywhere, so that your profit cannot be reduced by any price-cutting competitor.

It's an easily earned profit, too. Everybody knows the GILLETTE. It's superiority is generally recognized. Pointed, persistent GILLETTE advertising is developing new purchasers at the rate of over three thousand a day.

Every man who buys a GILLETTE will come back to you regularly for new blades. Think what that means.

It means, first of all, a steady annuity on blade sales that will eventually yield you more profit than did the original sale of the razor itself.

It means, too, a splendid "follow-up" for you. You know how easy it is to let a customer drift away and lose him, and how hard it is to get him back regularly, because he needs most of your lines only occasionally, at long and irregular intervals.

But if he has a GILLETTE he'll come in regularly, without coaxing, and he'll come in pleased, for he's sure to like the GILLETTE. That opens to you an opportunity for sales in other lines that will probably be greater than the blade purchase which he came in to make.

Thus there's a triple advantage in making your store the GILLETTE headquarters for your town. Are you doing it, or are you letting the opposition set the pace for you?

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory, - - 63 St. Alexander Street, Montreal

Offices in New York (Times Building), Chicago (Stock Exchange Bldg.), London, Eng. and Shanghai, China

Factories in Montreal, Boston, Leicester, Berlin and Paris

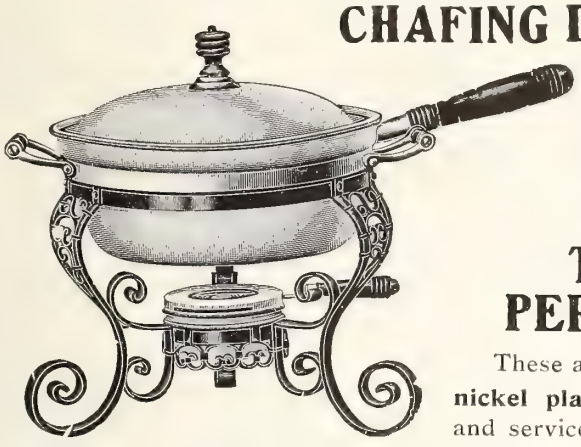
TRADE Gillette MARK

KNOWN THE WORLD OVER

Specialties that Provide Profits for the Retailer

Below you will find illustrations and some particulars of articles that are of exquisite design, best workmanship and made of highest grade materials, serviceable and in good demand. They are attractive to the best class of customers and yield a satisfactory profit in retailing. Write us for prices and full particulars which will have our careful and prompt attention.

CHAFING DISHES AND PERCOLATORS



Chafing Dishes in good variety. We have them in **nickel plate, copper and copper and brass** in different designs and trimmings. Also **Sets with Trays.**



No. 8392

TEA POT PERCOLATORS

These are made in **copper, heavily nickel plated.** They are attractive and serviceable, and undoubtedly the best method of making coffee that will please the most exacting palate. They are exactly as illustrated and made in the following capacities :

No. 8392, capacity 2 pints.
No. 8393, capacity 3 pints.
No. 8394, capacity 4 pints.
No. 8395, capacity 5 pints.

We also carry **Coffee Percolators** (on stand) with alcohol lamp or stove, convenient for use on table. They are in **brass, nickel plate and copper.**



Tea Ball Tea Pots, Samovars (as illustrated), **Aluminum Tea and Coffee Extractors, Brass Jardinieres, Fern Dishes, Hearth Stands, Fire Sets, Coal Boxes, Coal Hods, etc., etc.**



KETTLES AND STANDS

We stock these in extensive variety. We have them in **all Brass** and **Brass Kettle and Wrought Iron Stands.** We shall be glad to quote prices and give full particulars.

Individual Toddy Kettles

Made in **Brass**, with the following holding capacity : **½ pint, ¾ pint, 1 pint and 2 pint.**

Rice Lewis & Son, Limited

ESTABLISHED 1847 **Cor. King and Victoria Sts.**

TORONTO - - ONTARIO

HOW ABOUT
Garden Tools?



Your customers will want them in a hurry one of these days, and to be short of goods will mean to miss sales. You have everything to gain by developing a trade in

"SAMSON" TOOLS

because of their superior quality. The more you specialize on something you know to be genuinely good, the better your chances for repeat business later.

Every day is important now. Look over your stock.

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

We Ship Promptly. **TORONTO** Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

"Empress" Ball-Bearing Mower

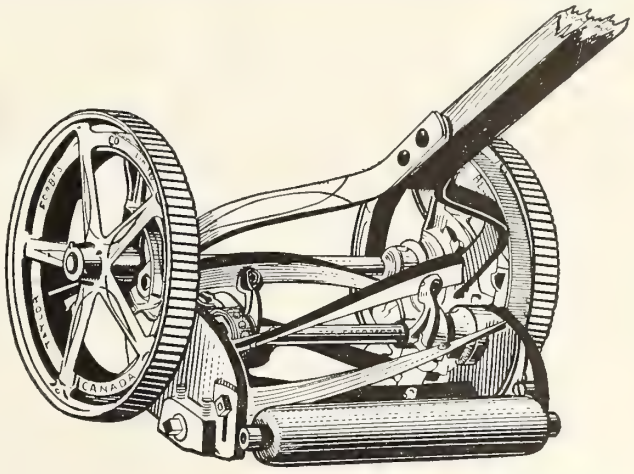
If your Jobber cannot supply you, write us for prices

Open Cylinder

The workmanship and quality of materials used are the very best in every respect.

We guarantee every machine made, and we have a large assortment of styles to suit all requirements.

Our Catalogue awaits your asking



10½-inch Wheels

All the wheels on our machines are three times the weight of any imported machine.

All our mowers are made with loose half boxes so that they can be quickly and easily adjusted.

Many other exclusive features

Taylor-Forbes Company, Limited

Taylor Forbes Co., 246 Craig St. Montreal
H. G. Rogers, 53½ Dock St. St. John, N.B.
Canadian United Mfrs. Agency London, Eng.

Head Office and Works:
GUELPH - ONTARIO

J. B. H. Rickaby Victoria, B.C.
W. A. MacLennan Vancouver, B.C.
H. F. Moulden, Travelers' Bldg. Winnipeg, Man.

47-11 Razors **KENNEDY** **Russwin Food Choppers**

Pocket Cutlery and Butcher Knives

WE have just completed alterations to our warehouse, and are now occupying nine floors, with 21,000 square feet of floor space. Modern equipment, up-to-date methods in handling all lines of Hardware, well trained, efficient staff. Are in a position to ship goods same day as order is received.

The
KENNEDY HARDWARE COMPANY
Limited

51-53-55 Colborne Street, TORONTO

Quality in the Superlative Degree



The Pike Manufacturing Company's Exhibit at the Retail Hardware Convention at Peterborough.

IN the INDIA and CRYSTOLON (Norton Carborundum) Oilstones we have the two best artificial oilstones in the world. Our line of natural oilstones such as Washita and Arkansas is absolutely unsurpassed. Pike scythe stones are unexcelled and comprise all sorts of grades in both natural and artificial grits. The Pike line of hand tool grinders is superior to all others and has most distinctive and desirable features.

We are the largest importers of hones in the world and our selectiou is unquestionably the best. In fact our entire line is based upon Quality and all that is best in abrasives. New dealers should get in touch with us.

Write for Catalogue and particulars regarding free stock and display cabinet for oilstones, etc.

PIKE MANUFACTURING COMPANY

PIKE, N.H., U.S.A.

Did You See This Display of

ASBESTOS SAD IRONS

at the Peterboro Convention ?



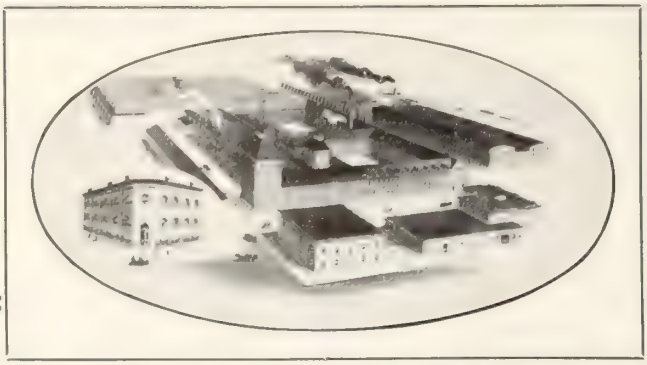
This display shows our Dealers' Aid Department on a small scale. Any dealer who is interested in pushing the sale of Asbestos Sad Irons and at the same time doing some effective advertising for his whole store should by all means get into touch with our Dealers' Aid Department and in this way secure the benefit of the service which we are prepared to furnish.

Write today and state whether you are interested in window display, inside display, distributing advertising folders with your imprint, using news paper cuts, or any other methods of picking up new business on the Asbestos line.

The Dover Manufacturing Co.

CANAL DOVER, OHIO

Quality Right!



Prices Right!

Every hardware man who is featuring a full range of GREENING PRODUCTS may rest assured of a new era in profit making. "Quality" in everything we make is our first consideration, and we have the plant and the facilities to turn out the real quality article, at a price no higher than that of inferior goods. Of special interest to the hardware man are---

GREENING'S

Steel Wire Chains
Wire Cloth
Wire Rope
Cow Ties
Wire Door Mats

Study your Greening Catalogue—it contains many profit possibilities for you.

HAMILTON, ONT. **The B. Greening Wire Co., Ltd.,** MONTREAL, QUE.

Hardware Merchants

and others whose correspondence is limited should write for our Catalogue of

Rebuilt Typewriters

which contains illustrations and prices of all popular makes of machines taken as part payment on the famous

MONARCH

They have been carefully remanufactured, and are put on the market at a fraction of the original cost. They are just the thing for a merchant who needs a typewriter, but feels he cannot afford the price of the Monarch—

The King
Of All Writing Machines

The Monarch Typewriter Company, Limited
46 Adelaide Street West, Toronto, Ont.

Branches: MONTREAL, LONDON, HAMILTON AND OTTAWA

The biggest selling safety razor in Canada

The biggest selling shaving brush in Canada

"Ever Ready" "Rubberset"

We are sole distributors of these two famous articles and kindred lines.



Display of the International Distributing Co. at the Ontario Retail Hardware and Stove Dealers' Convention. Peterborough, 1911.

The International Distributing Co. is always the complete and only Wholesale Distributors of best known articles and articles known as the best.

Our business is built on the following foundation:

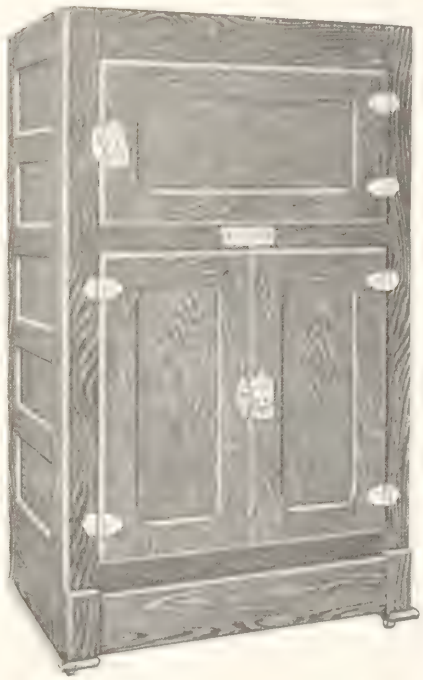
That Retailers not only demand merit in the merchandise, but they demand well known merit, advertised merit, not only well made goods but well known goods. Goods that will leave no doubt in the minds of the Public as to the merit of the article.

There is no risk of stocking with *International Distributing Co.'s* articles, because the sale is guaranteed by the popularity of the merchandise.

INTERNATIONAL DISTRIBUTING CO.

326 CORISTINE BUILDING, -:- -:- MONTREAL, QUE.

The Call for Spring Goods



demands

The "Model" Refrigerator

The "Model" is undoubtedly the refrigerator that appeals to the housewife; it is built for her, appeals to her ideal of what is best in refrigeration, and is **purchased** by her. Moreover it is

Sanitary in the Highest Degree

an argument that will clinch any refrigerator sale.

Now is the season for this article and now is the time that you want to order.

"Famous Queen" Oil Stove

well-known to the Canadian trade.

A substantial and perfect working stove, with galvanized oil tank.



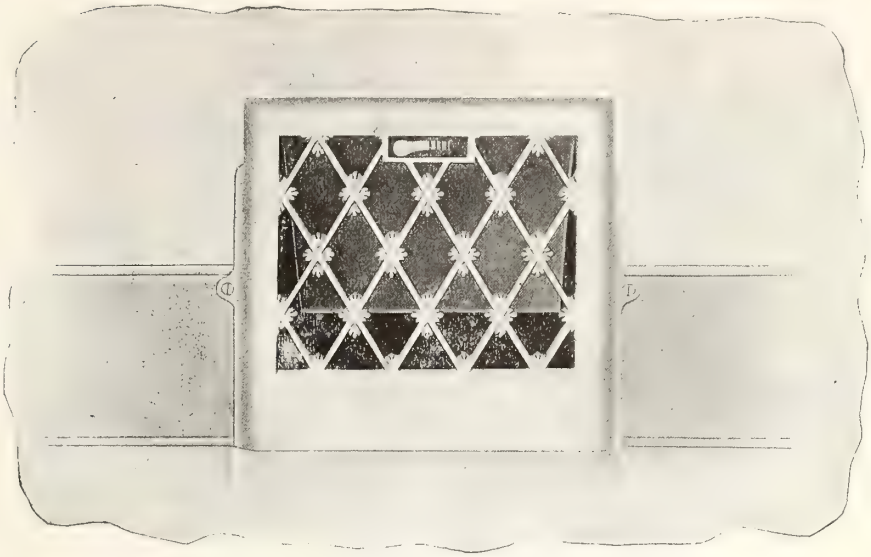


Ice Cream Freezers "White Mountain"

This is universally the favorite ice cream freezer, because it is easy to operate, and because all the parts fit perfectly and therefore run smoothly.

McCLARY'S

LONDON	VANCOUVER	CALGARY
TORONTO	ST. JOHN, N.B.	MONTREAL
WINNIPEG	HAMILTON	SASKATOON



Canadian Imperial Register.

Designed for the Canadian Trade

We have just put on the market a new Baseboard Register called the

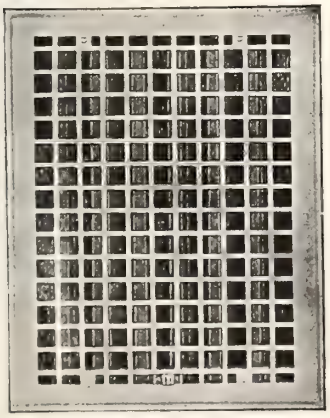
Canadian Imperial

designed to meet just the demands of the Canadian Trade. The very large Air Opening, Ornamental Design and Small Flanges on either side that cover the cutting of the Baseboard and the lugs attached to this flange for securing the Register to the Baseboard are all points of merit. Carried in stock in the Standard Sizes.

It Pays to Handle Quality Goods.

"T. and B." REGISTERS, VENTILATORS and GRILLES are very widely known because of their artistic design, excellence of finish, and quality of materials, and their price is no greater than other makes. Leading architects specify "T. & B." goods.

Send for Illustrated Catalogue

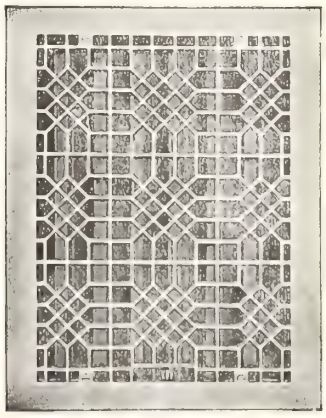


Wrought Steel.

The TUTTLE & BAILEY Mfg. Co. of Canada

Limited

Bridgeburg, - Ontario



Semi-Steel Ind. Lat.

SUPREME GAS RANGES

New and Up-to-date

For Natural and Artificial Gas with 16 inch and 18 inch Ovens.



Standard Double Oven Type.

A Few Distinctive Features.

Unique design throughout with extra large top and wide shelves which fit either side and the same shelt fits either the 16 inch or 18 inch oven Range.

The base, top, front and doors are cast iron ; the body, 24 gauge steel, making the Range strong and rigid.

The burners are of the improved star-drilled type, with the mixer ends, cast to the burner proper. The mixers are so constructed to insure a perfect mixture of gas and air, thereby making a perfect combustion and reducing the consumption of gas to a minimum.

Oven and broiler doors are spring balanced and provided with safety spring catches which are easily released by pressure from within, eliminating the possibility of explosions.

For further information and prices write

The Supreme Heating Company, Limited

WELLAND - - CANADA

Jewel Stoves and Ranges



Style R. F.

Royal Jewel Steel Range

"The Range of Quality"

Every modern improvement is embodied in the Royal Jewel Range. Made in six sizes: Nos. 816, 916, 818, 918, 920 and 922. Either with Encased Reservoir (as cut) or with Contact Reservoir on left end. The great variety of sizes and styles enables the dealer to satisfy all comers.

The Royal Jewel is attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. This is one reason why the Royal Jewel is a profitable Range for dealers to handle. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel your leader and you are sure of the best stove trade in your locality.

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers. They are: Electric Jewel, Arctic Jewel and Gypsy Jewel.

In Cast Iron Stoves and Ranges we make a great variety, including the Dominion Jewel, Sterling Jewel, Grand Jewel, Home Jewel and many others.

In Heating Stoves we make many different kinds to suit all sections of the country. The Ideal Heaters and Jewel Oaks are unsurpassed as medium price heaters. The Fire King for Stores, Halls, Churches, etc., is unequalled. The Jewel Triple Heater is probably the most powerful Wood Heating Stove made in Canada.

The Burrow, Stewart & Milne Co. LIMITED

Warehouses at Hamilton, Toronto, Montreal and Winnipeg

Western customers please write for information and send orders to our Winnipeg office.

A Single Winter Season

has served to demonstrate most conclusively to every user of a

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

that the properly humidified heat which our Circle Waterpan affords undoubtedly favors



HEALTH, COMFORT and ECONOMY

From this time on the furnace purchaser is going to insist on humidified heated air, and in the face of his convictions and your own on this point, are you going to argue with him that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we will have two complete lines of circle waterpan furnaces. We also make the neatest and cheapest line of side wall registers in the market, and a new side wall cold air base plate of same design as the registers.

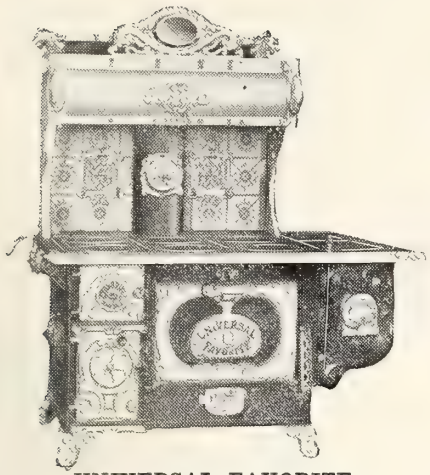
Write us **NOW** for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

Western Warehouse:—156 Lombard Street, Winnipeg, Man.

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. | Wood, Vallance Hardware Co. Nelson, B.C. | Ross Bros., Limited Edmonton, Alta.



UNIVERSAL FAVORITE
18 and 20-Inch Ovens.

To the Trade:

We desire to call your attention to our large and varied line of Steel Ranges.

THE UNIVERSAL FAVORITE is our leader and is distinctly in a class by itself. The Dealers who buy them, the People who use them, our competitors who see them, all admit that The Universal Favorite is Canada's greatest Steel Range.

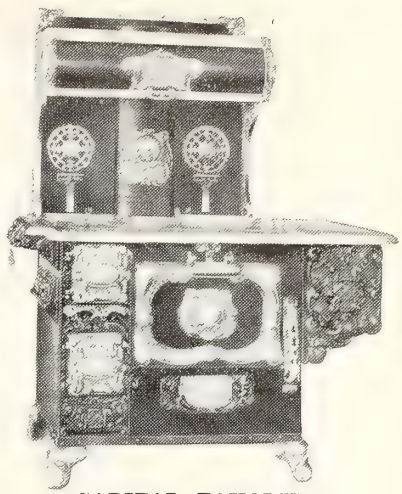
THE CAPITAL FAVORITE is a medium priced Range, substantially built, a great business getter, and very popular with the trade.

THE CROWN FAVORITE is a Six Hole Range. It looks well, it works well and is the kind to have on your floor to meet competition.

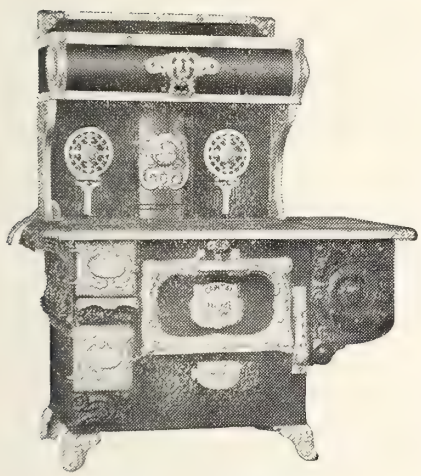
THE COLONIST is a Six Hole Range and shows up big for the money. This Range will enable you to meet the competition of Catalogue Houses and at the same time net you a fair profit.

THE GLEANER is a Four Hole Steel Cook fitted with Flat or Duplex Grates and the price for which it is sold is practically giving it away.

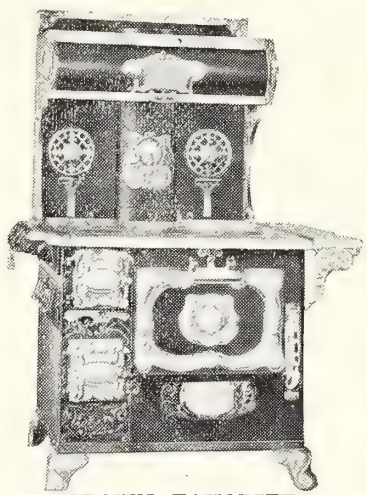
We make the statement, without boasting or fear of contradiction, that we make the smoothest and best fitted Stoves and Ranges made in Canada. The same careful attention is given to the construction of all our goods whether they be cheap or high class.



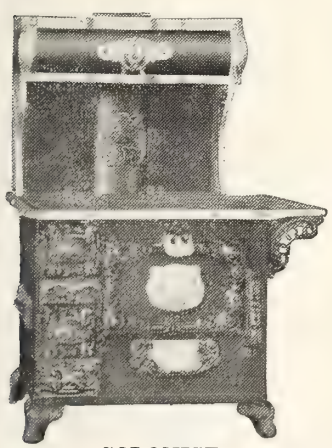
CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CROWN FAVORITE
16 and 18-Inch Ovens



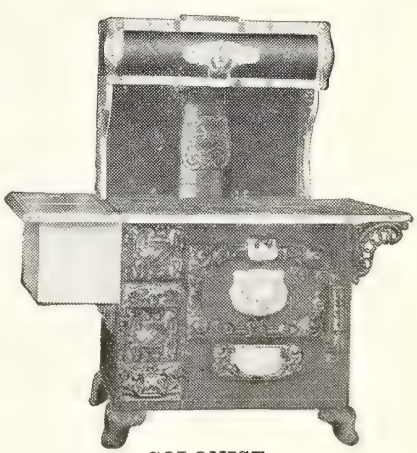
CROWN FAVORITE
16 and 18-Inch Ovens



COLONIST
16 and 18-Inch Ovens



GLEANER. 14 and 16-Inch Ovens.



COLONIST
16 and 18-Inch Ovens

FINDLAY BROS. CO., LIMITED

Head Office and Works: CARLETON PLACE, ONT.
Branch House: 260 PRINCESS ST., WINNIPEG.

DISTRIBUTING AGENCIES:

H. H. DRYDEN, Sussex, N.B. | STEWART & CO., Toronto, Ont. | D. V. COPE & CO., Calgary, Alta. | REVILLON BROS., Ltd., Edmonton, Alta. | GEO. D. HORSMAN, Vancouver, B.C.

COPP'S STOVES AND RANGES



COPP'S SILVER QUEEN

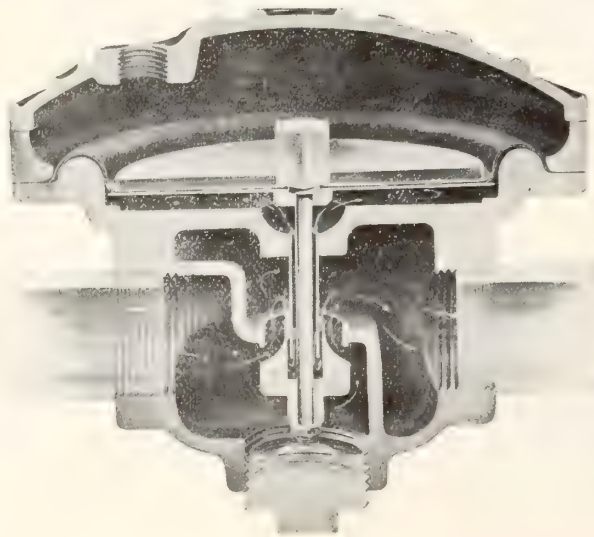
This beautiful range is well worth a first place on every dealer's floor; it has in a marked degree the qualities of the very highest class of Steel Ranges, and yet is moderate in price.

We are adding several improvements for 1911—lift front key plate, sliding direct draft damper, enlarged fire box and ash pit. It is also fitted with our patent low closet.

"THE WESTERN STOVE MAKERS"

W. J. COPP SON & CO.

FORT WILLIAM, WINNIPEG. VANCOUVER.



Your Customers Are Wasting Gas

You will get big profits and more business by selling the

"Perfect Gas Controller"

the greatest waste stopper on earth. .:. .:.

Toronto, March 10th, 1911.

Canadian Gas Users Association, Toronto.

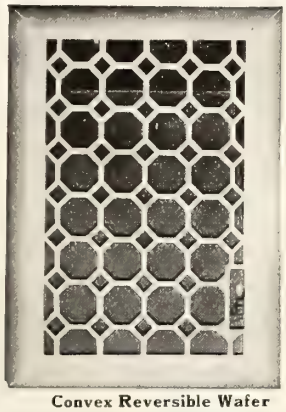
Gentlemen,—Your PERFECT GAS CONTROLLER is giving us every satisfaction. We are getting better light and lower gas bills. The saving last month was nearly FORTY PER CENT.

Yours truly, LLOYD BROS.
Per T. A. Lloyd.

WRITE FOR PRICES AND TERRITORY

Canadian Gas Users' Association 633-635 Queen St. W., TORONTO, CAN.

Eastern Representative: J. S. Mullan, 1749 Park Ave., Montreal



Convex Reversible Wafer

All Known Sizes **REGISTERS** Shapes and Finishes

UNRIVALED SELECTION

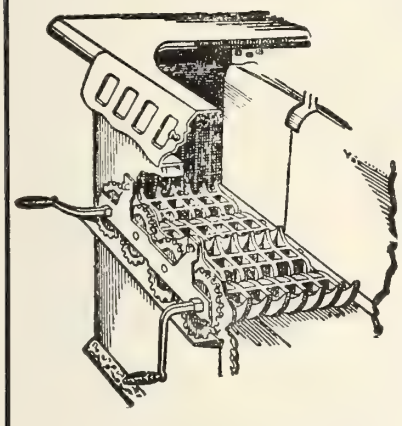
CAST IRON
Floor and Wall Registers
Faces
Borders
Baseboard Registers
Original Design Goods

SEMI-STEEL
Floor and Wall Registers
Convex Reversible Wafers

WROUGHT STEEL
Floor and Wall Registers
Faces
Borders
Reversible Wafers
Baseboard Registers

EXTRA HEAVY DISCOUNTS

Canadian Ferrosteel Company, Ltd., Bridgeburg, Ont.



Here's the Range to Feature!

and it is just as good as it looks. The

CHAMPION RANGE

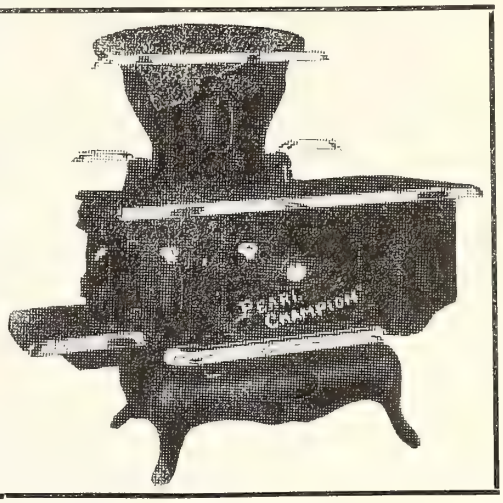
is rendered specially attractive because of the CHAMPION GRATE with the cross-wise, non-warping bars. This grate leads all others because it is more open and more easily shaken, and makes the "Champion" a very favorite range.

Are you selling the "Champion"?

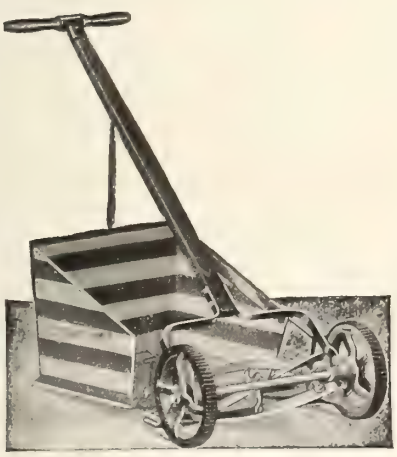
Send for catalogue to-day.

D. J. BARKER & COMPANY

PICTON, ONTARIO



Sell a Good Lawn-mower



to a man and you've gone a long way toward winning his confidence and trade. Sell him one not quite so good and he'll resent it every time he mows the lawn. Sell him a

MAXWELL LAWN-MOWER

and be sure you are on the right side. The Maxwell cuts so smooth, clean and easy, and holds its edge so well, that every man who appreciates a good machine is sure to be pleased with it.

8 to 32-inch widths—wheels 8 to 11½ inches high—3 to 6 knives. Grass catcher attachment, if desired.

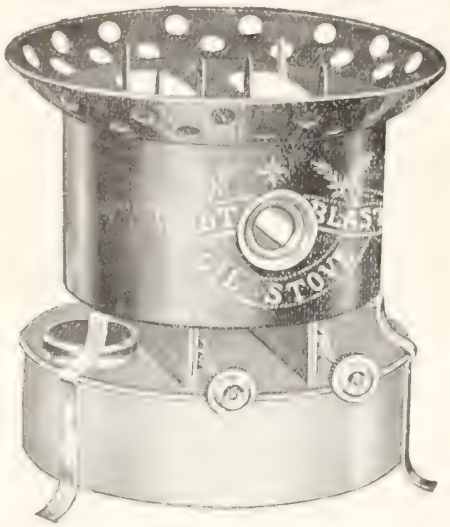
DAVID MAXWELL & SONS, :-: St. Mary's, Ontario

THE

S.M.P. "Hot Blast" Oil Stoves

Are popular sellers everywhere.

How is your stock?



These stoves have:

4½-in. Burners.
Large oil filling hole.
Legs made of tinned band steel.
Brass thumb pieces on wick turners.
Seamless oil founts, consequently no leakage.
Chimneys and extension made from drawn steel.
No cast iron parts, therefore no breakage of castings.

Prices on application

The Sheet Metal Products Co., of Canada, Limited

Successors to Kemp Manufacturing Company

MONTREAL TORONTO WINNIPEG



"NORTHERN" REFRIGERATORS

Dry Cold Air Principle

No interior sweating. They are made from well-seasoned hardwood with antique flow finish. New style swing base. Extra large ice box, with ample room in the food chamber. Patent drip valve.

Perfectly Insulated Walls

Also fitted with improved galvanized iron shelves, raised panels. Fancy brass locks and hinges. In fact they are splendid value

Made in three sizes—No. 1 and 2 with single door (like cut) No. 4 with double doors

Write for dimensions and prices.
We can ship promptly.

The Thos. Davidson Mfg. Co. Limited

MONTREAL and WINNPIEG

"WEAR-EVER"



The Buyer for the Home

She believes in the merchant who does business on the Quality basis—in goods whose trade mark is backed and pushed by energetic advertising.

The "Wear-Ever" trade mark means quality in cooking utensils.

Its prestige means to you, not only pleased and profitable buyers of cooking utensils, but more trade on your other lines.

It helps to make your name synonymous with quality.

You should have "Wear-Ever" advertising—magazine and dealer aid—working for **you.**

Write

The Northern Aluminum Co., Limited

Toronto, Ontario

ALUMINUM WARE

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, APRIL, 1911 — NUMBER FOUR

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor
GEO. H. HONSBERGER - Business Manager

Subscription, - - One Dollar per Year

Our Front Cover

Beginning with this issue of the Journal a distinctly hardware design is used on the front cover of the Journal, and the announcement of a representative manufacturing firm doing business with Canadian hardware merchants appears inside the chain border. S. F. Bowser & Co. will, in future issues, reproduce a series of illustrations showing some of the fine installations of oil pumping systems made by them in Canadian stores. Watch for their page on the inside of the Journal.

The space occupied by S. F. Bowser & Co. in this issue will be available in future issues for the announcements of other manufacturers. The space will not be sold to one firm regularly, but to a different advertiser each month, allotment of the space being made in the order in which applications are received, preference being given to regular advertisers in the Journal.

Manufacturers desiring to use the cover position are requested to write the publishers, expressing their preference as to which month they desire the preferred position. Rates, etc., will be quoted on application.

Subscription Canvassers

The pictures of six members of the Journal's subscription staff are reproduced on another page in this issue. These six, with Mr. Miller, will thoroughly canvass the hardware and stove merchants in every province of the Dominion during the next few months, and a substantial increase to the Journal's subscription list should be made as a result of their efforts.

In addition to those named the Journal has staff representatives at Montreal, Winnipeg and Vancouver.

The kind encouragement and liberal support extended to the Journal under its new management is exceedingly gratifying to the publishers, and every effort will be made to merit a continuance of the confidence shown in our publication.

Bright Trade Outlook

Construction work is the basis of the progress of a country. Rich lands may lie idle for centuries, but once the engineer and surveyor arrive with their levels and measuring devices the time of idleness gives way to the era of progress. What better gauge, then, of the business outlook than the demand for the tools used by those advance agents of prosperity, the engineers and surveyors?

About three years ago the Lufkin Rule Company established a Canadian plant at Windsor, Ont., they believing that Canada was destined to experience a remarkable growth during the next decade or two. Since the time of its establishment it has been necessary to be constantly increasing the equipment, until now millions of yards of tapes and rules are being manufactured in Canada, and the orders received from jobbers in Western Canada for this year's business, are nearly double those of last year.

The outlook for construction work in Western Canada is for a record breaking year, and there are no indications of a falling off in the demand for "the yardsticks of progress."

Moving Time

The coming of May day brings recollections of moving vans and labor troubles. With the opening of spring many people move into other houses, others begin the erection of new homes, while all are supposed to participate in a general house-cleaning. And in all these fields of activity opportunity is staring the hardware man in the face. People who move will want new ranges, gas and stovepipe connections, hammers, tacks, and numerous sundries incidental to getting settled in a new house. Those who build will require new hot air furnaces, gas ranges, lighting fixtures, etc., and those who merely "clean house" will want carpet beaters, garbage cans, paint brushes, and numerous specialties.

And to all in these classes who visit the hardware store to buy a box of tacks, or some similar article, a new coal oil or gas stove should be shown, judgment

being used to make the thought of selling secondary to your desire to show the latest development in these particular lines.

Selling Most Important

Speaking at the New England Retail Hardware Convention at Boston last month Saunders Norvell said that the three rules necessary to success in retailing were to have the goods when wanted, have them where they were wanted, and then to try and get that extra five per cent. This was only another way of putting that truism that success depends more upon selling than in buying—that to have the goods to sell, when wanted, is more necessary than to have made a saving on buying a quantity at a cut price. "No retailer," said Mr. Norvell, "ever got rich by buying goods cheap."

Vacuum Cleaners

The possibilities of selling vacuum cleaners in a small city are indicated by the success of the W. W. Chown Co., Belleville, in selling five hand power machines last season, every one of the sales being made to a customer who had previously rented one of the cleaners. Altogether the Chown company estimate their profits on renting and selling vacuum cleaners last season at about $125, and they have already sold four cleaners this spring.

Show the Goods

A line illustrating the possibilities of what jobbers' salesmen can do by carrying samples, is the new rustless bronze wire cloth recently put on the market by the B. Greening Company. Every householder who has used wire cloth knows that the ordinary green or black cloth, if exposed to the weather for a reason or two, deteriorates rapidly, unless repainted each season.

Here is the opportunity to sell the "Rustless." There is a better margin on it for manufacturer, jobber and retailer, and there is greater satisfaction for the customer. By showing samples travelers can interest retailers who are live enough to handle a line their less progressive competitors will not stock, and by showing the rustless alongside the ordinary cloth the retailer can readily secure a better price for the higher grade goods. Show the goods if you want to sell them.

Another Hardware Exhibition

The success of the hardware exhibitions held in connection with the conventions of the Ontario Retail Hardware and Stove Dealers' Association has inspired Quebec hardwaremen to look forward to having a similar convention and exhibition in Montreal next winter. The Taylor Forbes Company, Guelph, who had a magnificent display of their varied line of hardware at the Peterboro convention, shipped the display to Montreal and sent a circular letter to their French Canadian customers inviting them to visit their showrooms and see the display. Over a hundred did so inside of a week, and numerous expressions of surprise were made to Manager C. M. Smallpiece, both by jobbers and retailers who had been buying imported goods without knowing such a full line, and such high grade goods were made in Canada.

As a result J. A. Beaudry, provincial secretary of the Retail Merchants' Association for Quebec, has taken up the matter of holding a hardware exhibition in Montreal for the benefit of Quebec and Maritime Province merchants, and more will probably be heard of the proposal during the coming year.

The Smoke Pipe

In this number of the Journal is incorporated the "Smoke Pipe," a monthly house organ, published for the past couple of years by the Gurney Foundry Company, Toronto. The "Smoke Pipe," as a distinct publication, was a decidedly interesting publication, and under the editorial charge of Mr. E. Holt Gurney, the "Smoke Pipe," as a four page colored advertisement in this and future issues, should become one of the most interesting sections of the Journal. Mr. Gurney puts real life into his productions, and we feel certain that not only former readers of the "Smoke Pipe," but all readers of the Journal, will be interested in what is said in the pages under his charge.

The publishers of the Journal feel gratified at the compliment paid our paper by making it the medium for the Gurney Company's announcements. The incorporation of the "Smoke Pipe" into the "Journal" was decided upon after several weeks consideration, in which the Gurney-Oxford clan studied the "Journal" very closely, and the confidence they have shown in our comparatively young publication is a tribute we fully appreciate.

If your store windows reflect your store interior, make the reflection just as attractive as you possibly can.

There is money in judicious advertising. But be sure it is such. No business should neglect some publicity.

PERSISTENT ADVERTISING PAYS.

The following extract from a letter received in March, from our representative in Vancouver, B. C., is interesting:

"This morning when renewing the subscription of MacPherson, Teetzel & Co., Mr. Teetzel stated that he was pleased with the decided improvement recently made in the Journal. In looking through the advertising pages he pointed to the page of Tuttle & Bailey Co., and stated that last year he had seen the advertisements of the Tuttle & Bailey and Canadian Ferrosteel Co. in the Hardware and Stove Journal. He had not seen their advertisement or printed matter previously, and being entirely new concerns to him, he wrote the two firms for samples and prices, and as a result took the agency for the Canadian Ferrosteel Co. During the past year he has bought $3,000 worth of goods from them. In addition to this he has induced them to produce a register of better quality, and effecting a saving of nearly 75 per cent. in weight, making it the exact register required by the trade here. **The firm has looked several times lately for the Canadian Ferrosteel Co.'s advertisement, and looking for it again this morning Mr. Teetzel remarked that it appeared they were not now pushing their trade in Canada.**"

Note:—The Canadian Ferrosteel Company's ad. will appear in every issue of the Journal during the coming year.—Editor.

WHAT OTHERS THINK OF US.

Forty-six new subscriptions have been added to the Hardware and Stove Journal's list in Vancouver, North Vancouver and New Westminster during the past two months.

"The writer wishes to congratulate you on the paper you are getting out, and hopes that much success will attend your efforts."—Editor Hardware Trade, Minneapolis.

"Received your Convention Number, and in looking through your Journal think by the pace you are setting that you will certainly be a winner."—J. B. Archer, St. Catharines.

"I have liked your paper from the firt time I saw it," said Allan Hills, of Allan Hills Edge Tool Works, Galt, when placing an order for a year's advertising in the Hardware and Stove Journal.

"We appreciate what we have seen of your paper and will give you any assistance that may be in our power at any time," writes S. J. Drake, President Retail Hardware Association, Victoria, B.C.

"I enclose $1 for one year's subscription to your Journal. It looks as if it was going to be a dandy. It will amply pay every hardware man in Canada to subscribe for it."—N. H. Bowers, Massey, Ont.

"We have just sold out our business and so will not need your Journal. We have consulted our successors, however, and enclose a dollar for their subscription for one year."—Latimer & Elliott, North Vancouver, B.C.

"Press of work is the only thing that prevents me from sending in larger lists of subscribers for your Journal," writes H. T. Kirk, New Westminster, B.C., when sending in his third order within two weeks.

The Canadian Hardware & Stove Journal, Toronto, Ont., has made such strides in its brief existence in the trade paper world, that it already ranks among the best of its kind in America. This new Canadian hardware journal was established only a few months ago, Weston Wrigley, the moving spirit and head, having been for several years editor of Hardware & Metal, Toronto, and the high quality of that journal was in no small measure due to his energy and ability. Mr. Wrigley has been for many years one of the leaders among Canadian hardware men, and he is universally recognized as such by the men in the trade and industry. He has been, and still is, secretary of the Ontario Retail Hardware and Stove Association, having been re-elected to that office at the recent meeting of the association in Peterboro. He was one of the leaders in the formation of the association, and since the start he has been, in a large degree, the piston box and governor of that body. Mr. Wrigley will retain his intimate connection with the hardware men of the Dominion, inasmuch as his new journal has been chosen the official organ of the Ontario Association. In quality of paper, typography, general appearance, high value of contents and beauty and variety of advertisements the Canadian Hardware & Stove Journal has the appearance of a journal with a long and successful past.—Sporting Goods Dealer, St. Louis.

THE HARDWARE AND STOVE JOURNAL'S SUBSCRIPTION STAFF.



F. J. TYNER,
Manitoba and Saskatchewan



F. PANG,
Maritime Provinces.



C. H. MOODY,
British Columbia.



G. A. TALBOT,
Eastern Ontario.



H. KAVANAGH,
Quebec.



L. H. DRAKE,
Western Ontario.

In addition to these J. W. MILLER is authorized to solicit subscriptions in Manitoba, Saskatchewan and Alberta.



Photo taken especially for the Hardware and Stove Journal.

B. C. Hardwaremen Hold Ninth Convention

Meeting at New Westminster the most successful yet held. Strong set of officers chosen. Fraternal greetings from Ontario Association. Early closing agreement ratified.

Official Report by R. D. Dinning, Secretary

The ninth annual convention of the British Columbia Retail Hardware Association, which up to three or four years ago had been associated with the Hardware and Metal Wholesale Association, but which is now distinctly a retail organization, was held at Oddfellows' Hall, New Westminster, on Tuesday, March 7.

In the absence of President H. T. Kirk, who had not yet returned from the Peterboro Convention, Vice-President H. C. Martin occupied the chair. On the meeting being called to order Mr. Martin requested Past President W. C. Stearman and S. J. Drake, delegate from Victoria, to assist him at the chair.

On the roll being called the majority of the members of the Association were reported in attendance. The minutes of the previous meeting were read and adopted.



PRESIDENT H. C. MARTIN.



J. B. PAINE, 1ST V. P.

Mr. Martin explained the reason of the President's absence from the gathering, and owing to his colleague being away, a great share of the work in connection with the convention and banquet had fallen on his shoulders, so was unable to prepare any very elaborate address. He wished to thank his fellow workers for



GEORGE BLAKELY, 2ND V. P.



R. D. DINNING, SECRETARY.

all the assistance they had given him in their efforts to make this convention a success, and although he noticed all the good stand-bys were present, he would have liked to have seen a much larger attendance, and emphasized the fact that all members should attend their meetings if they wish to have a real live organization. Mr. Martin then read a few extracts from Mr. Cinnamon's address at the Peterboro Convention to emphasize the need for and value of trade associations.

Secretary Dinning was called upon for his report on the year's work, but owing to the fact that he had only just recently been appointed to fill this office, he was unable to submit any extended report on the work done by the Association. He, however, asked for the co-operation of the members, as he considered it their duty, to attend the meeting regularly and not leave

it all to the Directors to do, as they had no more time than the members to devote to Association work.

Mr. Fortier, Chairman of the Audit Committee, submitted his report, showing a small balance to the credit of the Association, at the close of the year.



C. K. SNELL, DIRECTOR.



GEO. MOSCROP, DIRECTOR.

Notices of motion re change in Articles 2, 3, 4 and 5 of the Constitution were read and finally adopted.

W. J. Risk, of W. N. O'Neil & Co., Vancouver, addressed the meeting on the necessity of a good information bureau being established in the office of the Secretary, and run in connection with the Association work. While it was being done in a limited way, it could be very much improved and the members should have a central office where they could always get a rating on prospective customers. It was decided to take the matter up again at the next monthly meeting of the association.

The Chairman informed the meeting that they were invited to lunch at the Russell Hotel at the courtesy of the New Westminster members, and on motion the meeting was adjourned until 2 o'clock.

Ontario Sends Fraternal Greetings.

The afternoon session was called to order at 2 p.m. sharp. A number of members who were unable to attend the morning session were in attendance, making the meeting one of the most representative yet held.

The Committee appointed to draft out schedule of assessment for coming year submitted their report, and as there were no objections from the members present, to the assessment made, it was finally adopted. The minimum fee was placed at $10 per year and rising to $50 per year. Each application for membership to be accompanied by six months dues in advance.

The following telegram was read from Weston Wrigley, Secretary of the Ontario Retail Hardware Association:

"Ontario Association sends greetings to British Columbia Association and regrets inability to send representative to your Ninth Convention. Your action sending President Kirk to our convention thoroughly appreciated. Peterboro convention and exhibition our greatest success. Hope your new President attends Guelph convention next February. Let's build a Dominion Retail Hardware Association."

The telegram was received with great applause, and the Secretary instructed to send fraternal greetings and particulars of our meeting.

Election of Officers.

The election of officers was next taken up, when the following were elected to hold office for one year:

President, H. C. Martin, Martin, Finlayson & Mather, Vancouver.

1st Vice-President, J. B. Paine, Payne & McMullen, North Vancouver.

2nd Vice-President, Geo. Blakely, T. J. Trapp & Co., New Westminster.

Secretary Treasurer, R. D. Dinning, Vancouver.

Directors, C. K. Snell, J. A. Flett, Ltd., Vancouver; G. Moscrop, McTaggert & Moscrop, Vancouver; C. Kennedy, Lewis & Sills, Vancouver; J. A. Fortier, Cunninghams, Ltd., Vancouver; C. Bryson, Bryson & Sons, New Westminster.

By resolution Past President H. T. Kirk was elected ex-officio member of all committees.

S. J. Drake, representing the Victoria Retail Hardware Association, addressed the meeting and pointed out the good work that can be derived from Association work, it meaning fair margins for everyb dy and a good thing for all concerned. He was sorry he was the only delegate from Victoria and promised to bring more over next time. On closing Mr. Drake thanked the members for being given the opportunity of being present, and hoped that when the Victoria Association had their convention, that a big crowd from the mainland would attend.

Geo. Blakely said that he had attended every meeting throughout the year, and would like to see a few of the other members do likewise this coming year.

Mr. Hendricks, manufacturers' agent, Seattle, who had attended both the sessions, was called upon for a few words, and stated that there was no question of doubt that great good could be accomplished by Association, provided, the members were loyal to one another and attended to the work of the Association, in its endeavor to better the conditions in the Hardware business.

H. C. Martin thanked the members for electing him President for the coming year, and hoped he would have their solid support throughout the year. He was



C. KENNEDY, DIRECTOR.



J. A. FORTIER, DIRECTOR.

a strong believer in Association work, and all he asked from his competitor was fair competition.

Grievance and Price Committees.

Owing to the number of complaints taken up during the year, it was decided to appoint a Grievance Committee, to deal speedily with all complaints laid

before the Secretary. Messrs. W. R. Owen, C. K. Snell, J. A. Fortier and C. Kennedy were appointed on this Committee.

A Price Committee was also appointed to take up with manufacturers any persistent cutting in prices that might be brought to the notice of the Association. Messrs. Paine and Moscrop were appointed to wait on the Hamilton Powder Co., in regard to a complaint that their powder was being sold below cost.

The closing of stores on Saturday afternoons was brought up, and after much discussion it was finally decided to close all stores between the hours of one and seven, from the first Saturday in May to the first Saturday in October.

The new Lien Law obtained by the Association last season was discussed, and although it was not considered to be yet perfect it was admitted to be a vast improvement on the old one. As the hour was getting late it was decided to bring it up for discussion at our next monthly General Meeting.



C. B. BRYSON, DIRECTOR.



EX-PRES. W. C. F. STEARMAN.

The President and Secretary were appointed a Press Committee to give out reports to the various papers asking particulars of the convention.

After a hearty vote of thanks to the Westminster members for the very excellent manner in which they had entertained the delegates, the meeting was adjourned at 6.30 p.m., to meet again on call of the Secretary.

THE ANNUAL BANQUET.

The trump card at every B. C. convention is the closing session, the annual dinner, where representatives of all branches of the trade, manufacturers, jobbers, retailers and clerks get together and become "consumers" of "software" and eatables.

Although strenuous discussions on the price of tar paper may occupy the delegates attention during the day sessions, it's the fiery turpentine rather than the dull tar product that occupies the spot light during the evening's fun. But the Hardware and Stove Journal's flashlight of the banquet, shown at the beginning of the convention report shows that every seat was taken and not a man was under the banquet table.

The toastmaster was R. P. McLennan, of McLennan, McFeely & Co., and ex-Lord Mayor of Vancouver and other coast towns. While giving the delegates the freedom of the town, Mr. McLennan saw that the supply of Capilano water was plentiful, and the quality of Sockeye oil was none too strong.

President Martin, in proposing the toast of the Wholesale Association, spoke of the splendid service and fair dealing of the Wood, Vallance & Leggatt, and McLennan & McFeely businesses, two of the largest jobbing houses in Canada.

Mr. McLennan, R. F. Anderson and H. Parsons, responded, testifying to the advantages of trade organization.

"Sister Associations" was responded to by S. J. Drake, of Victoria, who spoke of the close relations existing between the Victoria and Vancouver Associations. W. Clark, President of the Vancouver Retail Grocers' Association, and F. W. Welsh, President of the Retail Merchants' Association, also responded and gave short talks on trade organization, besides telling some good stories having to do with midnight sessions and morning after.

"Our Association" was proposed by President Martin and responded to by J. B. Paine and W. R. Owen; "Manufacturers and Brokers," by Carl Pendray and responded to by R. E. Jamieson and R. A. Ogilvie; "Our Friends, the Travellers," by H. H. Welsh, responded to by N. A. White, John Whalen, W. C. Birdsall, W. Hill; "Past Presidents," with responses from C. K. Snell, W. C. Stearman, and L. B. Lusby; "Our Employees," by F. S. Lockett, and answered to by Archie Venn, Alex. McQuarrie, George Marlow and F. Sayers.

Shortly before midnight the prodigal son returned in the person of Retiring President H. T. Kirk, just back from Toronto and the Peterboro convention, and full up with enthusiasm about the way he had been treated at the meeting of the Ontario Association. Mr. Kirk was distinctly "it" after his arrival, and after he and the Ontario Association had been toasted, Mr. Kirk gave a brief report of his trip and promised to give a more complete statement, with recommendations and suggestions, at the next monthly meeting.

"The National Anthem" and "Auld Lang Syne" brought the convention and banquet to a close shortly after the new day had been ushered in.

ONTARIO CONVENTION AFTERMATH.

The International Varnish and Pinchin-Johnson staffs worked off a live stunt on Thursday, when they had a special dinner menu printed at the National Hotel, including such eatables as "Minerva Liquid Fillers," "Elastica Tenderloin Steak," etc.

"We made a 12½ per cent. increase in our business in six months by hustling for business," said R. C. Chown, when urging retailers to make their places of business known as "Quality" stores.

"One of the first things we should take up in the executive should be a plan of campaign for 1911 to increase our members and sustain the enthusiasm. For the exhibition part, I personally have no fear providing we treat them right, giving them all the time possible in which to meet their customers. I think that nearly every manufacturer and exhibitor was satisfied in Peterboro, and in this connection, I would say that Mr. Harold, of Sanderson-Harold, Paris, called on me this week and wished me to have their firm's name entered as an exhibitor for 1912, as he said they could not afford to be on the outside. I see no reason why the 1912 meet should not be 50 per cent. ahead of the Peterboro, providing we start in right now with that object in view."—H. Occomore, Guelph.

"Our 1911 convention was the most helpful gathering to the retail dealer of all our conventions up to this time. The exhibits were exceedingly creditable to the houses represented, and the meetings were bristling full of good points for all who came in a receptive mood,"

writes W. F. Macpherson, Prescott. "What struck me most forcibly was the unanimity of all our speakers, in the matter of 'Price Maintenance,' which was treated in so masterful a way by Mr. Maxwell. Every dealer present should have gone home with his backbone stiffened, and a determination to get a fair profit on his turnover, to treat his opposition white, and give quality goods to his customers. From the many expressions I have heard from dealers, salesmen and exhibitors, I can foresee a grand convention for 1912. I always feel greatly refreshed when I come home from convention, so great is the benefit and enthusiasm obtained from meeting and associating with such a fine lot of brainy business men who gather together at our annual meet."

"The legislation introduced this year was of a very aggressive character, and if carried out must be of benefit to the dealer. The series of resolutions submitted by the Resolution Committee were of a kind that should commend themselves to the hearty consideration of all concerned. The growth of the Association calls for increased diligence, thought and wisdom in its management. A lad of six is much easier controlled than a lad of fifteen, but the lad of fifteen can be handled as easily as the lad of six if the parent is judicious. I believe this year you are surrounded by men of the best type, a better executive has not graced the position since I have belonged to the Association."—M. S. Madole, Napanee.

A traveller suggests that a central registration bureau be established at the Guelph meeting, where a list of places can be obtained showing where apartments can be secured away from the crowded and noisy hotels.

S. L. Adolph, Listowel, sent his regrets at being shorthanded and unable to attend the convention. W. H. Richardson, Essex, was kept away for the same reason, while a bad attack of rheumatism kept J. S. Weichel away. They'll all be at Guelph next winter.

The parade down to the Oriental Hotel after the Armouries had been closed Wednesday evening was the biggest thing pulled off during the convention. Fully 1,000 people fell in behind Arno Bittues, Adam Taylor, Tom Williamson and Jim Hossack, the Gillette Safety Razor Company having engaged the band for an extra stunt. About 2 a.m. the curtain was rung down and the Hardware Choir went to bed.

"The convention at Peterboro was a huge success and those retailers who stayed away lost a good opportunity of reaping many benefits. Personally I bought more goods at this convention than at any other I have attended because I could see the articles themselves and have their merits explained to me better than by buying from catalogue. I do not think we will have any trouble in increasing our membership this year. At our next convention more time should be alloted to question box discussions under the control of some of our own members similar to what we had this year. Has John Caslor made arrangements yet for his room at a private house for the Guelph convention?"—Chas. W. Conn, Tillsonburg.

Dewar & Ryan have succeeded Mackie & Ryan, Pembroke, this preventing the attendance of a member of that firm at Peterboro. Mr. Dewar writes: "I have followed the work throughout the year and I think that everything has been carried on splendidly. One thing I would like to know is, how the retail merchant in a small town is going to be able to battle with the mail order house. We have a fairly large town here and we know that the mail order houses in Toronto have a lot of customers here."

THE LATEST CONVENTION SONG.

Words by J. S. Weichel, Waterloo.

Tune: "Is That Mr. Reilly."

There's Emperor Cinnamon, the man in the chair,
He's a thoroughbred to the backbone,
He controlled the most votes at London last year,
That's the reason he stands alone
In a class by himself,
Now he's ready for the shelf
So far as the chair is bound
For its been the intention of this Convention
To pass all good things around.

Chorus:
Is that Mr. Cinnamon, does anyone know?
Is that Mr. Cinnamon who whiskers does grow?
Well, if that's Mr. Cinnamon they speak of, by ginnimon—
Well, upon my soul Cinnamon, you're ready to go.

Now Wuerzberger Chown is next on the list
To fill the President's chair.
He comes from the Bay of Quinte, they say,
And never has troubles or care,
Just give him a chance,
He's ne'er in a trance,
He's the boy with the white heart and fair.
He'll try and do right, with all of his might,
And no doubt he'll be sure to be there.

Chorus:
Is that Mr. Chown, can anyone tell?
Is that Mr. Chown who does things up swell?
Well if that's Mr. Chown from Belleville town,
Well upon my soul, Chown, you're doing quite well.

Now Weston Wrigley, the man with some nerve,
He's always on the alert,
He never sleeps, but is always awake,
To further the Association's work.
He's our idol, you see,
And why shouldn't he be?
He's the backbone of Hardware, you know,
He never shirks duty, but always leads;
He's a dandy and is the whole show.

Chorus:
Is that Weston Wrigley, does anyone know?
Oh! yes that is Wrigley, who runs the whole show;
Well, if that's Weston Wrigley, our Secretar' Wrigley
Well, upon my soul, Wrigley, you must never go.

Good honest John Caslor, who handles the cash,
Must not be forgotten, you know.
He's just like a clock, when you wind her she goes
And never stops till its all o'er.
He can never eat ham combined with some jam,
And oysters and beer on the side;
But I daresay we never will find his equal
As Treasurer, if we all tried.

Chorus:
Is that Mr. Caslor, who handles the cash?
Is that Mr. Caslor, who does nothing rash?
Well, if that's Mr. Caslor, good honest John Caslor,
Well, upon my soul, Caslor, you're IT and no trash.

This Hardware Convention will soon be over
In the City of Peterborough;
I'm sure we've enjoyed it, myself and the rest,
We'll all be home on the morrow.
And we'll settle down
With a big frown
And be ready once more next year,
We'll come again, Peterborough, if you say,
You're dandies and here's for a cheer.

Chorus:
Hurrah for the city of Peterborough,
Hurrah for the city that knows what to do;
Now give three cheers, you members, red hot ones as embers
Three cheers for the city of Peterborough.

THE HARDWARE BUTTON.

Air—Old Grey Bonnett.



Put on your hardware button
And stop price cuttin',
Make friends with your opposition;
It will lighten your labor
To chum with your neighbor
At the Hardware Convention.

THE RIGHT HARDWAREMAN.

Air—Any Little Girl.

Any hardware man that's a 'Sociation man
Is the right hardware man for me.
He won't cut a price, not even once or twice
If a good man he would be;
He won't have to sell nails to get trade
From the bargain hunter, see—
Any hardware man that's a 'Sociation man
Is the right hardware man for me.

COME TO THE HARDWARE.

Air—Rings on My Fingers.

Sure we've got paints on our shelving,
Stoves on the floor,
Lufkin tapes to measure with
And safety razors galore.
So come to our hardware and we'll treat you fair
Be Mistress Mumbo Jumbo Jijjiboo J. O'Shea.

Problems of Price Maintenance

Continuation of address delivered at the Peterboro Convention by W. M. Maxwell, Iver Johnson Arms & Cycle Works, Fitchburg, Mass.

The mail order method of doing business is an inherently expensive method of merchandising. Some of the inside facts are astounding. But, nevertheless, the earnings are enormous. I noticed in a Boston financial paper the other day that the net earnings of one of the big catalogue houses on the common stock was 20 4-10 per cent. in 1910 and 18 5-10 per cent. in 1909. In commenting on the value of this company's stock as an investment, the paper said: "The tremendous growth of 1910 shows the possibilities of the mail order business, and notwithstanding a high operating ratio, permits a large balance for the stock."

Nor does the mail order patron subject the so-called bargains of the catalogue houses to the analysis of a mind trained to the appraisal of merchandise values.

Something for Nothing.

To emphasize the importance of this point I am going to read you an advertisement that I cut out of a Boston paper last Sunday. It has been appearing off and on for a long time and has cost a good many dollars if the advertiser is paying the usual rates.

$75 BUYS PRINCESS WILKES.

HANDSOME CHERRY BAY, foaled in 1903, weight about 1,075 lbs., round turned and shapely built and very handsome, is standard bred and registered, is a natural roadster of 9, 10 or 11 miles an hour, and has been trial miles in 2.16 and 2.16½ over a half-mile track; she has also been halves on the speedway in 1.03; she is worth $100; for a brood mare her breeding cannot be beat, as she is sired by a grandson of George Wilkes; breeding furnished to purchaser; she has not a blemish of any kind, is perfectly fearless of all objects on the road, is very well mannered and will drive with open bridle; I think if she were properly trained and handled she would trot close to 2.10, as she has not been handled for speed since she was 4 years old; anyone looking for a first-class speed, family or road horse she is worth $300 to them; I will allow 30 days' trial to anyone that buys her; the reason I am selling is I have purchased a racing automobile.—P. BLUETT, 165 West Brookline St.

P.S.—Also to the buyer, I will sell my buggy, road cart, harness and sleigh for $30; I will also pay freight to go to the country.

Gentlemen, doesn't that sound pretty good. Doesn't it look as if Princess Wilkes must be a mighty good bargain. Mr. Bluett will allow you 30 days' trial. And he seems to be willing to pay the freight, too. What chance is there for a man to lose on that kind of a proposition? Yet, I don't suppose there is a farmer in this whole country who could be induced to order Princess Wilkes on 30 days' trial, or in any other way.

And why not? Because Mr. Farmer knows something about horses, and he doesn't believe that any such horse as Princess Wilkes is described could be bought for $75.00. His knowledge of horses would cause him to ridicule the assertions contained in this advertisement, but he takes a less sceptical view of the extraordinary bargains described by the catalogue houses.

Educate the Consumer.

Now what are we going to do about it? In my judgment we have got to educate the consumer. My company is educating him on one point. And that is that the world's largest revolver manufacturer recognizes no one but the resident dealer and does not sell its revolvers to catalogue houses or license the sale of its revolvers by catalogue houses.

The consumer knows there is at least one manufacturer who isn't in partnership with the mail order people, because our newspaper and magazine advertising tells him about it every day. Other manufacturers will perhaps follow our example and, if they do so, it will remove the glamour that seems to surround the catalogue business in the eyes of their patrons. However, I am not here to expatiate on our policies.

In my judgment, the consumer must be educated to a better appreciation of and a finer discrimination of values. I counsel against price cutting as a business policy in the hardware trade, because it means a sacrifice of profits without any assurance, or even any probability of permanent advantage over either the catalogue houses or your local competitors. If you compete on the basis of price alone you are placing your dependence in methods that are just as available to your competitors as to yourself. And if you make any considerable success of your price cutting campaign, you force your local competitors to use your own methods with resulting disaster to all of you.

But it is possible for you to build up your business in such a way that your competitors cannot tear it down even though they imitate your methods. It is possible for you to give your store, your service and your goods a reputation that will make people come to you as a matter of course. It is possible for you to create an appreciation of your merchandise in the minds of the consuming public that will largely emancipate you from the competition not alone of your neighbors, but of the catalogue houses as well.

Must Know Your Goods.

It has always been a mystery to me why retail merchants do not pay more attention to the preparation and use of selling analyses of their goods. Some time ago I got into a high-priced tailor shop. It had the Royal Arms of England all over the windows. It had mellow old sporting prints on the walls. The salesmen dropped their "haitches" in just the right way. There was an atmosphere about the place that made you feel that you really ought to get your clothes made there, but when they asked me eighty dollars for an ordinary business suit and I asked them why, they couldn't give me a single why—not a single reason. There were reasons, too—pretty good reasons at that.

There is a truthful and captivating story that they could have told me about their woolens. Also they might have told me, as I afterwards learned from one of their patrons, that in their shops a different cutter designs each piece of every suit,—one cuts the coat, another the waistcoat and still another the trousers. Each is a high-priced specialist on the particular garment that he designs. Why didn't they tell me that instead of letting me walk out with the impression that they were a set of clumsy imposters?

Compare this tailoring firm's methods with those of

the catalogue house which advertises a pair of $3.75 pantaloons in the following way:

Extra Fine Quality Gray Stripe Pattern Semi-Peg Top Pants.

If you want a pair of pants for Sunday and dress wear, or something very fine for every day wear, order a pair of these. Face of fabric is woven from extra fine long fibre pure wool worsted yarns with a little cotton added to give it strength. Has a cotton back. A shade of gray that has a light bluish cast, with a neat harmonizing corded stripe of the same color and a few silver silk decorations. Write for free Sample Book No. 89V if you wish to see a sample. Fashionable semi-peg top style, as illustrated on page 400, having belt loops, side pockets, hip pockets and watch pocket. Tab and button on left hip pocket. Elegantly tailored. Perfect fitting effects.

Sizes.—From 30 to 42 inches waist measure and 30 to 36 inches inseam. Give your waist and inseam measures.

No. 45V9142. Price for pants..... $3.75

That is some sales analysis, isn't it? They actually make a talking point of the fact that those trousers contain cotton, and they get away with it. The only thing they omit, to state is that the leg of each trouser has a space for the corresponding leg of the wearer. That omission may be corrected in their next catalogue.

Hold Examinations for Clerks.

If I were a retail dealer, I believe I should hold occasional written examinations of my clerks to make sure that they were able to effectively present the selling points of my merchandise. A human salesman ought to be more effective than a printed book, but comparing the average retail salesman with the mail order catalogues, we don't find it so, do we?

Another thing—I believe I would take advantage of the fact that most retailers neglect their opportunities to make use of the pamphlets and other printed salesmanship that manufacturers get out. I would charge myself or some employee with the responsibility to get everything in that line that could be obtained and to distribute it—not to waste it. I would make the manufacturer's printed matter work for me and I would get the reputation of being headquarters for the newest and best products of the best manufacturers.

I would also try to monopolize the local effect of the national magazine advertising that the manufacturers on my goods were doing. I would cut their advertisements out of the magazines and paste them up on a bulletin board with an appropriate announcement that my store was headquarters for the goods advertised.

I would maintain prices and I would bring all my influence to bear on the manufacturers to get them to establish resale prices on their products and prevent my competitors from cutting prices.

In my judgment there is no attractive future for the local hardware merchant in the price cutting field. I believe it is suicidal for him to emulate the example of the catalogue house, the varieties bazaar or the department store.

CANADIANS ATTEND BOSTON CONVENTION.

President Chown Gives a Report of His Visit to the New England Retail Hardware Convention.

As instructed by the Executive of our Association, I attended the eighteenth convention and exhibition of the New England Hardware Dealers' Association, held in Boston, Mass., March 21 to 23.

On my way to the convention I had a few hours in Montreal, and while there I met Secretary Wrigley, who was busy soliciting advertising for his new paper, and two of the staunch supporters of our Association, A. A. Bittues and Fred C. Lariviere, whom I induced to join me on the trip to Boston.

We arrived in Boston early Tuesday morning in ample time to study the methods adopted by them for the opening of the exhibition hall, distribution of badges, payment of dues and other routine work necessary at gatherings of this kind and we picked up a number of new ideas and suggestions from them which will be of material assistance to us, and we hope to adopt them at our next convention.

At 2 o'clock the convention was formally opened by the president, after the singing of America and prayer. Addresses of welcome were given by Mayor Fitzgerald and Lieut.-Gov. Frothingham. Following this addresses were delivered on "The Business Outlook," "Co-operation between Manufacturer and Retailer," and "Advertising New England."

The evening entertainment provided by the "Angels of Commerce," otherwise known as the manufacturers' representatives, was a unique affair, and was a new feature at hardware conventions. There were no printed programmes, and the large audience had no idea of what was to be presented until the curtain was rung up for the first number, which proved to be a burlesque dinner party, given to the only bachelor associate member of the association. Each of the twenty diners made a speech or sang a song, after which the guest did his turn, which included a variety of vocal and acrobatic stunts.

Wednesday morning's session was devoted mainly to the "Question Box," in charge of Frank E. Steacy. Canada was given a big advertisement at this meeting in an address delivered by Fred C. Lariviere, President of the Chamber of Commerce, Montreal.

At the afternoon session reports were presented by the chairmen of the active and associate membership committees.

L. S. Starrett, founder of the L. S. Starrett Co., Athol, Mass., the veteran manufacturer and inventor of small machinists' tools, also delivered an address, in which he told some of his trying experiences in the early days of his manufactury.

Saunders Nowell, Editor of the Hardware Reporter, St. Louis, and a former hardware jobber of international reputation, spoke on "The future of the retail hardware merchant." He criticized the methods adopted by the average retailer now-a-days, and made a number of practical suggestions which they should follow to keep abreast of the times and to hold the farmers' trade, so that the large mail order houses with their catalogues and other advertisements would be no inducement for them to leave the merchant in their home town.

"The President of the Ontario Retail Hardware and Stove Dealers' Association" was next introduced, and I was privileged to thank them for their many courtesies extended to us, and to give a short report of our Association work in Ontario.

In the evening a card party was held, the exhibition hall being open to the public.

Thursday morning was devoted to the reports of the president, secretary, treasurer and standing committees after which the officers were elected for the ensuing year. In the afternoon the associate members discussed plans for boosting the membership of the

travelers and retailers, and in electing officers so as to have representatives to work with the active members on any matters of importance.

In the evening a most elaborate banquet was held, at which I had the pleasure of being a guest of the Association.

The thanks of myself and the other Canadian visitors are due the officers of the New England Association for the hearty manner in which they entertained the Canadian visitors as soon as our presence was made known to them. We can certainly learn several lessons from them in how to look after visitors who attend future conventions of our Association.

We also met many old friends amongst the salesmen in charge of the exhibits at Boston, all of whom were extremely pleased with the results obtained from their exhibits at our recent convention at Peterboro. Mr. Howe, of the Dover Manufacturing Co., stated that he had received more orders for asbestos sad irons at Peterboro than at any convention he had ever attended. The Boston exhibition had many interesting features, but was not, on the whole, as good as our own Peterboro exhibition.



Messrs. Chown, Wrigley, Bittues and Lariviere, in company with "Teddy Roosevelt" and officers of the New England Association.

To Mr. Bittues, our thanks are also due for showing us Boston, his former home town, in a very enjoying automobile ride, during which we visited the big Gillette Safety Razor plant, where 1,400 persons are engaged in making Gillette razors and blades.

Belleville, April 1. R. C. CHOWN.

VALUABLE FIRE INSURANCE POINTERS.

A Reply to Accountant St. John, N.B., by W. G. Wright, Adjuster for the Assured, Toronto.

It was only pleasure to record the really excellent article under the above heading in your February number. If every merchant would give his insurance the thoughtful consideration which this article evidences, a decided reduction of both cost of insurance and of the fire waste, causes the present excessive cost, would result.

While quite in accord with the first part of the article, I am not so favorable to the schedule suggested.

The wording, "On their stock of hardware and all goods pertaining to their business" is very effective. On the face of it one expects to find all of a stock covered, yet it does not cover any of the following property: plate, plate glass, plated ware, clteks, trinkets and mirrors, and in case of some companies it would not cover many other articles.

The title to the property as expressed "owned by the assured, or held by them in trust on consignment or sold but not delivered," is objected to when the coinsurance clause is part of the contract. In case the assured has a stock of $20,000 and some automobile firm uses his store to exhibit two automobiles during the month of April, their value is $10,000. The fire occurs in the back store and causes $12,000 loss and does not even damage the automobiles. He is carrying $16,000 insurance, and now the value for coinsurance purposes is $30,000 and eighty per cent. is $24,000. He is therefore entitled to collect 16-24 of $12,000, or $8,000. He thus loses $4,000 because of his policy covering property in which he was in no way financially interested. This wording is very common, and the writer has known some very important brokerage and agency firms to be taken completely aback when attention was called to this feature.

The title to the building is unnecessarily mentioned. No permit is in the policy for keeping any gasoline, or benzine. One gallon is permitted without extra charge, and nearly every hardware store keeps a few small bottles for sale.

"Total concurrent insurance up to 100 per cent. of the cash value of the property without notice until required." Then if the fire comes when stock is low, and catches him with $50,000 insurance on a stock that usually runs say $600,000, but at stock taking, the time of the fire, is only $40,000, he has avoided his contract. The sooner a proper permit for other insurance is put into Mr. Smith's policies the better.

The gentlemen who drafted this contract has certainly done better than will be found in more than the average policy, probably nine out of ten cases. He has no doubt thought that now he has his policies all alike. Without discussing the detail the writer will state unhesitatingly that the chances are at least 99 out of 100 that no two of his contracts are now alike; because of applications, or conditions precedent, or variations, etc., etc., which time and space do not permit of discussing in this article.

It's high time to talk Paints and Varnishes

Spring is here—the season of house-cleaning, renovating, repainting and brightening up the home.

Mr. Dealer—nine out of ten of your customers are contemplating some painting job, big or little.

A suggestion from you **MIGHT** end all indecision and clinch the sale. And every can of

MINERVA
Paints and Varnishes

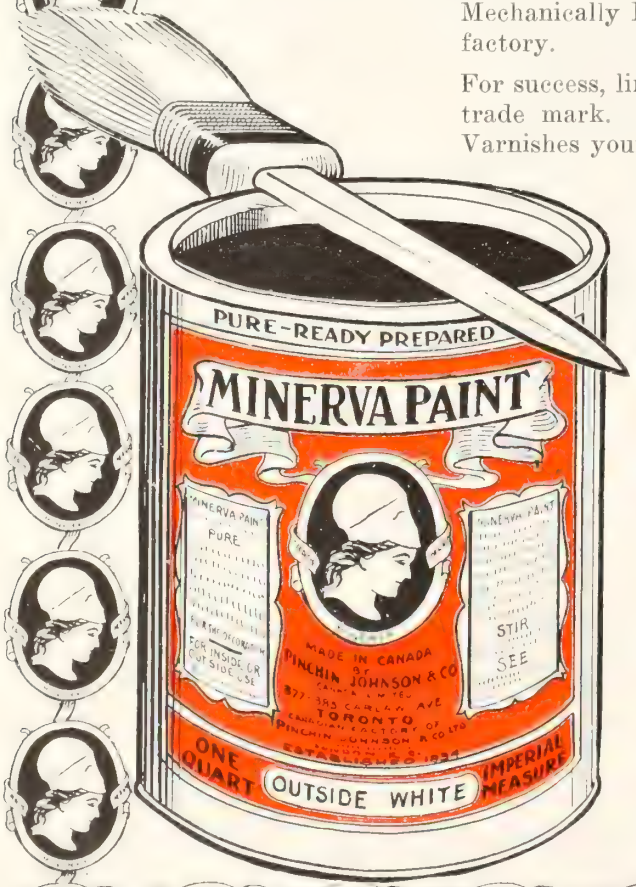
you sell is another step towards business success.

MINERVA PAINTS give absolute satisfaction and mean permanent, satisfied customers (the come-back kind) to you.

It's the Minerva high quality that counts—that insures a perfect job.

Every ingredient is the finest obtainable, and compounded and ground by Mechanically Perfect Machinery in the big Minerva factory.

For success, link your paint business to the Minerva trade mark. Make Minerva Paints, Enamels and Varnishes your specialty.



Our heavy newspaper and magazine advertising is creating trade for you. Do not let your competitor reap **ALL** the benefit.

Show the people in your neighborhood you stock this high grade British Paint. Keep Minerva Products well displayed in the window and on the counter.

Learn all about the Minerva Proposition. Write us to-day.

There's a Minerva Paint Enamel and Varnish for every purpose.

PINCHIN, JOHNSON & CO.
(Canada) Limited

TORONTO, - - ONTARIO

Established in England in 1834

"It's so easy to paint with Minerva"

A Trinity of Trade-Bringers

Lacqueret
For brightening the home

TRADE ELASTICA MARK

Flattine
Cabinet Finish

The Hardware Merchant who wants more and better business makes it his special business to push the International Big Three.

Lacqueret a transparent lacquer, for giving new life and renewed good looks to old woodwork and furniture. Has innumerable uses in the home and sells steadily all the time.

Elastica is the best finish for floor work. It works with great freedom, covers the maximum area, and produces a brilliant, permanent finish. Unexcelled for finest trim work.

Flattine produces that desired rubber effect without rubbing. Is very durable and damp-resisting and dries hard over night.

WE CREATED THE DEMAND BY OUR INSISTENT CONSUMER ADVERTISING



When you order Floor Finish, be sure you get

TRADE ELASTICA MARK

Not something that sounds like Elastica, but

TRADE ELASTICA MARK

"Elastica Stands the Rocks."

INTERNATIONAL VARNISH CO. LIMITED
TORONTO

Makers of Fine Varnishes

NEW YORK CHICAGO LONDON BERLIN BRUSSELS

Branch of Standard Varnish Works

Paint and Varnish Trades

HOUSE-CLEANING TIME PAINT SUGGESTIONS.

(Written for the Journal by C. M. Lemperly).

There is a very close relation between the house-cleaning season and the retail paint and varnish business. Within the past few years there has been a craving for sanitary surfaces, and the result has been a large demand for wall coatings other than papers and hangings. Cold water paints, oil paints and various wall finishes have replaced wall paper in many homes not merely because of their richness of color and their adaptability to color harmonies, but primarily because of their durability, their economy, their ease of application and their sanitary properties. The last is the most important. These wall coatings are generally applied in the spring of the year because that is the time when people go carefully over their homes and freshen them up wherever possible.

Building is constantly going on and affords opportunities to the retailer for selling large orders of wall finishes for "first" work. Then the "renewing" means a large demand, so it would be to your advantage now to make a hard drive on wall finishes. Single out selling points and drive them home to the people through newspapers, circular letters, etc. Tell how painted walls can be washed with soap and water—that will appeal to the "upkeep" desire in every housewife's heart. Tell her about the possibilities of stencil decoration over painted walls—she will be sure to like attractive border designs for her rooms. Tell her how fresh and cheerful painted walls will make her home. Don't be too careful of your color samples for these sell goods!

A Floor Paint Opportunity.

House-cleaning time invariably means the taking up of rugs and carpets. In some cases they come up for good—that offers you an opportunity to sell a quantity of floor paint, floor varnish or floor stain. If the carpets are to be put down again, the chances are the borders will need renewing, so, in nearly every home, some floor finish will be used. That should suggest to you ways and means of bringing to the housewives' attention, your products. Here again color samples carry conviction. Selling points are durability, toughness, covering capacity, high gloss, ability to withstand the drawing of chairs without scratching, etc. Show your prospects a saving and they will buy from you even tho your floor finishes are higher priced than the other follow's.

Chairs, picture frames, tables, furniture—these and scores of other articles will require finishing touches in many homes this spring. Tell the housewife how she can make unsightly furniture look attractive and new by using some of your household paints. Your ability to suggest to her mind these things will make your sales of shelf goods total large at the end of the season. There is no one who can question the economy of using paint even considering prices which have existed for the past year or more.

The Paint Insurance Argument.

But don't forget that house-cleaning time means opportunity for selling **outside** paints. Your biggest paint sales will come from such business. Nobody wants a clean house inside, all freshly decorated, and a shabby exterior. The outside and inside should go hand in hand. Sell outside paint as if you were selling life insurance—delay means expense and upkeep means protection. The first cost of anything is forgotten when service and long life are assured. **You can't push outside paint too strongly in spring. It's the backbone of your paint department.**

In doing your spring selling of paint and varnish, try to strike the prospect's desire for well kept property. Make a human, home-like appeal. There is bound to be a big demand this spring. Granted that you are handling reputable goods, there is no reason why you should not have a record spring!

Armchair Salesmanship.

There are some dealers who sit back during the winter and tell folks to watch their sales in the spring. That sounds fine. But when spring comes, they are not alert to their opportunities and neglect to work their goods into homes where paint and varnish are absolutely needed, let alone desirable.

I have little faith with the theory that business will come to the man who waits. Nothing will come to the merchant unless he digs all the time. Prospects are walking up and down the street waiting for your message, and every home and building is your field to work upon—but remember there may be a hundred others after the business. Your problem is—how to make your appeal the strongest.

House-cleaning time should be your one best bet, and if you don't make it so, rest assured someone else is getting the big profits. The time is here, you have the goods, why not get the business?

SELL PAINT BY THE JOB.

A paint traveler tells of an exhibition of clever and up-to-date salesmanship that he witnessed recently, and which is good enough to pass along.

"While I was standing in a store," said the salesman, "a customer came in and asked the clerk if his paint would be any cheaper if he bought it now. The clerk immediately got on the job. He informed the man that linseed oil had gone up about 50c. per gallon and that conditions pointed to still higher prices. The man then asked him how much paint was a gallon. The clerk dodged the question and casually asked the man,—his words were—'By the way, John, how large is that house of yours?' The man replied that it was about 20 x 24 and about 18 ft. at the posts. The clerk picked up a pad of paper, figured for a moment and came back in this manner:

'Well, John, we can furnish you paint for that job for $12.50.' John replied that he had figured that it would cost at least that much or more for the material and gave the order for the paint."

To sell paint by the job instead of by the gallon is an easy way to handle the price proposition. Try it.

MAKE AN EFFORT TO SATISFY CUSTOMERS.

W. E. Parke, in American Paint & Oil Dealer.

What does that paint on the counter represent to you? Is it just a piece of merchandise, purchased at so-much-per-gallon, and to be retailed at so much for can and contents and wrapping paper? Or is it an opportunity for you to convert a casual paint buyer into a permanent patron?

Put yourself in the place of the paint buyer, and very likely it will prove an opportunity that you'll grab before its forelock has a chance to whisk past you.

Here comes Jones. Jones wants a can of paint. He grabs up the sample card and, glancing his eye over it, selects the color he wants. You wrap up the can, pass the parcel across the counter to Jones, and ring up the sale on the cash register.

A few weeks later in rushes Jones with his mane flying and his back up.

"That paint you sold me isn't worth a cent a ton." he yells so loud that the peanut vendor a block away can hear him. "No, not a single cent. Why, the veranda floor has scratched perfectly bare in half a hundred places."

You look at the sample card—for you remember, in a saddened fashion, that James made his selection without any help of yours from the sample card.

"Why," you exclaim, "that wasn't floor paint. What you bought was ordinary house paint."

Jones glares at you.

"How was I to know that there was any difference in paints?" he demands—and he huffs out.

And maybe he never comes back, but carries elsewhere his grievance, and his order for a fresh supply of paint, and other things.

Practical painters themselves occasionally make blunders, but the unpractical fellow, who is probably doing the Michael Angelo stunt for the first time in his life, stands every chance of converting the entire job into one colossal blunder. Very few people outside the business know anything about paint. They have only the remotest glimmering of what colors will suit, and still less knowledge of how to apply them—and, least of all, their proper and necessary constituents. True, the same mixture can be spread on house, barn, porch, floors, lawn furniture, exteriors, interiors—but what's the use, when the paint manufacturer has developed so many specialized varieties, each calculated to do to a nicety its own particular work? It is upon the dealer that Jones must usually rely for his entire instructions. It's for the dealer to save Jones, and incidentally himself, by finding out—courteously, of course—whether the right paint is being purchased; and, more important still, whether the user knows the correct way to apply it.

Maybe Jones, in a rare instance, proves to be that miracle, an ordinary man, who does know how to handle paint. What the dealer tells him will therefore be no news. Just the same, he appreciates the information. Smith's interest tickles him. You know that most fellows, when they've a little painting job on hand, just bubble over with enthusiasm. The smell of paint, even though it be still in the can, seems in a way intoxicating and exhilarating, and their spirits soar. Jones wants to talk. The logical man to talk to is Paint Dealer Smith, and when Smith talks back in kind, Jones warms to him. Making an impression? Why, Smith has a golden opportunity to make an impression.

"Decent fellow, that Smith," says Jones to his wife. "He was as much interested as though the coal shed was his own." Which all counts up in Smith's favor, when it comes time to paint the Jones residence.

Well—maybe the yoke is on the off ox. In other words, Jones doesn't know beans about paint and painting. Most people who "do their own painting" fit right into this category. Jones rather doubts that the color he has in mind will be the most useful, or look the best. The proper way of handling the brush is all Greek to him. When it comes to laying on the paint, he's mentally bogged. He hasn't even a priming coat of knowledge on the subject.

What's your notion of a paint deal in a case like that? Does it just consist in asking, "What color do you wish—and how many cans?" taking the money, wrapping up the paint, and jotting down directions for delivering the parcel? That's business, but it's not paint business—at least, not the kind of paint business that builds more business.

Jones buys the wrong color; which he doesn't discover till the paint's dry. Does Jones blame Jones? Not on your life. He wouldn't be human if he blamed Jones. He lays it all on Smith, who sold him the paint and who took his hard-earned cash and never stopped to say "Yea" or "Nay" or even "Hey?" to him. He's annoyed; and Smith's name is jotted down, subconsciously, upon his mental blacklist.

Or maybe, imagining he's an artist, Jones has dabbed on his paint any old way, with here and there a single thin coat and there three coats overlapping; and the surface of the floor or wall looks like the sad sea waves. Does Jones cuss his own bungling methods? Not by a jugful. He rises up on his hind legs and cusses the paint. The stuff is "dope," it's "rotten," it's "old stock," the dealer glimpsed the emerald in his eye and soaked him accordingly. Every passer-by who pauses to look at that botch job and smiles ever so faintly about something else tosses a fresh coal upon the smouldering flame of Jones' anger. And when all's said and done, Jones goes to another store to buy some "decent paint," and Smith is in Jones' black books forever after—especially if Jones ever becomes a lawmaker.

There's a friend of mine who runs a hardware store. Paint is only a part of his business; but he knows all his business thoroughly. There's always an open can of the paint he handles and a fresh bit of board; and when a paint customer comes along, there's always a little chat about painting, a few pointers upon the art of extinguishing knots, a little lesson in the science of turning corners, a fancy exhibition of the various strokes—some, perhaps, known only to himself; the way to handle this situation or that, and the trick of covering the ground, or, rather, the wall, without undue wear and tear upon the muscles. It's a liberal education in painting—and salesmanship—to buy a can of the prepared stuff from that fellow. He has his little exhibition down so pat that it takes only a few minutes each time, and he works it in so incidentally that you can never remember where he began, or why, or how. He hasn't lost a dozen paint customers in as many years—and he takes care, too, to prime them upon the money saving aspect of regular painting, so that they inevitably come back to him.

Well, **you** can be like that chap. But it means that **you**, yourself, **must know paint.** You must know the brands you handle particularly, you must understand how to apply it, and you must have more than a catalogue eye to the colors that go well together and know and have a "special paint for every special purpose."

TESTING PAINTS AT ATLANTIC CITY.

The second annual inspection of the paints applied to the Atlantic City test fence was made on May 10, 1909, by a committee representing the Master Painters' Association of Philadelphia and the Scientific Section of the Paint Manufacturers' Association of the United States.

The painted panels were all carefully inspected by the inspectors in the usual manner. With the aid of high power magnifying glasses, checking was determined. The degree of chalking by the various paints was ascertained by rubbing a piece of black cloth across the surface of each paint. Close observance was made to determine scaling, peeling, cracking, gloss, color and the other factors to be considered when examining a painted surface. From these observations it was possible for the inspectors to state whether a panel exhibited general good condition, general fair condition or general poor condition.

An inspection of the white lead paints on the fence indicated in every instance a rough, chalked and disintegrated surface that seemed to be well worn, in some cases nearly to the wood. The strongly oxidized air of the sea coast is probably responsible for the early decay of this pigment.

It was observed that the combination type of paint showed better hiding power than white lead, over the black crosses placed on the priming coat of each paint, as a hiding power test.

There are no pigments possessing greater hiding properties when first used, than white leads, but the lack of hiding power on the white lead panels after two years' exposure was caused by the chalking away of the lead. The superior hiding power of the composite paints was due to the action of the other pigments in these combination paints in preventing the lead from chalking away.

The committee finds that the addition of a reasonable percentage of zinc oxide to white lead increases its durability and retards its chalking, renders it whiter, and forms a surface that presents a much better repainting condition. The combinations of white lead and zinc oxide on the Atlantic City test fence were in general good condition throughout.

Corroded white lead, sublimed white lead, zinc oxide, and zinc lead are the standard white opaque pigments. They were all tested on the Atlantic City fence and it was found that to use any one alone results in interior protection to the wood. Barium sulphate, silica, asbestine, china clay, and calcium carbonate are the standard crystalline pigments. In the past, the

TESTS INAUGURATED IN 1909

RESULTS OF INSPECTION OF ATLANTIC CITY TEST FENCE, MAY, 1910

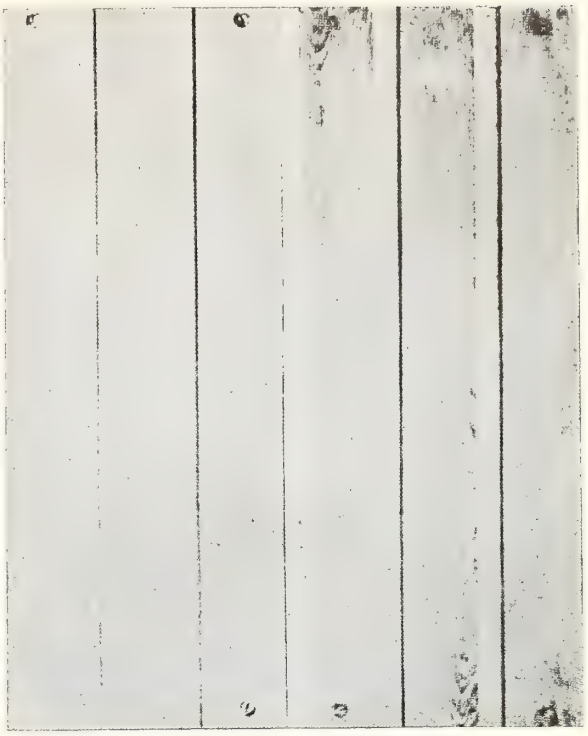
FORMULAS														REPORT OF INSPECTION			
							INERT PIGMENTS										
Formula Number	Basic Carbonate White Lead	Zinc Oxide	Basic Sulphate White Lead	Precipitated White Lead	Zinc Lead	Lithopone	Calcium Carbonate	Silica	Asbestine	China Clay	Barytes	Blanc Fixe		CHALKING	CHECKING	GENERAL CONDITION	Panel Number
	%	%	%	%	%	%	%	%	%	%	%	%					
1			45			40	15							None	None	Rough surface, but fair for repainting	1
2			45			40		15						None	None	Fair; rough surface and slightly dark	2
3		45				45	10							Very slight	Very slight	Good; very white surface	3
4			45			45	10							None	None	Rough surface and slightly dark	4
5		40				40	20							Very slight	Very slight	Good; very white surface	5
6			45			35			20					None	None	Rough surface; dark	6
7	50				36				2	8	4			None	Very slight lateral checking	Good	7
8			50			36			2	8	4			Heavy	Slight	Excellent; very white	8
9			50			36			2		12			Heavy	Some	Excellent; very white	9
10		36	50						2	8	4			None	Slight	Good	10
11	28	55							3		7	7		None	Slight	Good; slightly dark	11
12		55	28						3		7	7		None	Slight lateral	Good	12
13		60				30	10							Very slight	Considerable lateral running along grain of wood	Fair	13
14		30	30			30	10							Very slight	Considerable lateral running along grain of wood	Fair	14
15			60			30			10					Heavy	Slight lateral checking	Fair	15
16						100								Heavy	Considerable	Dark color; rough surface	16
17						100								Considerable	Medium	Better than No. 16; not as rough or dark	17
18	33	33						17		17				Very slight	None	Good	18
19	34	33						33						Very slight	Slight	Good	19
20	34	33								33				Very slight	None	Good	20
21	100													Slight	Slight	Fair; rough surface	21
22	100*													Very slight	Lateral cracking	Fairly good	22
23	100													Medium	Lateral cracking	Fair	23
24			100											Slight	Slight cracking	Good for repainting	24
25					100									Medium	None	Good surface	25
26				100										Heavy	Slight cracking	Fair; surface rough & dark	26
27	100													Heavy	Lateral cracking	Fair	27
28	100													Medium	Considerable	Poor; very rough, dark surface	28
29	24	45	13						18					Slight	None	Good	29
30	45					40	15							Heavy	Heavy checking and alligatoring	Poor	30
31	45					40		15						None	Alligatoring	Rough surface; dark	31
32	45								30					Slight	Medium	Dark and rough surface	32
33	50					36			2		12			Considerable	Slight	Poor; dark surface	33
34	75		25											None	None	Fair; dark surface	34
35	50		50											None	Slight	Vehicle disintegrated; spotted in places	35
36								100						Extremely bad	Medium		36

* This pigment on analysis proved to be zinc lead. See Report on Analysis.

overloading of paints with these crystalline or inert pigments has been the cause of the prejudice that painters have had against their use. It has been established beyond controversy, however, that the use of these pigments, in modern percentage, combined with any of the standard opaque white pigments, such as white leads, zinc oxide, etc., undoubtedly results in beter service from every standpoint, and forms the most satisfactory white paint for general outside use. Some of the most perfect painted surfaces on the fence were those made on the above basis, as reference to the charted report will show.

COMPLAINS OF UNFAIR COMPETITION.

"Paints were very slow moving with me during 1910, but whether to attribute this to price or not I cannot say," writes a Northern Ontario retailer. "We had a little difference with a paint manufacturer last spring. Their traveler called in; my stock was heavy and I said I thought I would try and reduce same before buying (thinking prices would not go much higher), and what did their traveler do but induce a sewing machine and organ dealer to put his line in, and he was peddling it all summer. Possibly my sales were affected that way; of course I do not expect this to last, for I do not think the man has the means to carry stock so as to satisfy the trade. I do not think I shall buy from those manufacturers again."



Combination Pigment Paint. Single Pigment Paint.

TESTS INAUGURATED IN 1907

CHART OF RESULTS OF INSPECTION OF ATLANTIC CITY TEST FENCE, MAY, 1910

FORMULAS												REPORT OF INSPECTION			
						INERT PIGMENTS									
Formula Number	Basic Carbonate White Lead	Zinc Oxide	Basic Sulphate White Lead	Zinc Lead White	Calcium Carbonate	Calcium Sulphate	Magnesium Silicate	Barium Sulphate	Silica	Blanc Fixe	CHALKING	CHECKING	GENERAL CONDITION	Panel Number
	%	%	%	%	%	%	%	%	%	%				
1	30	70									Very slight	Very slight	Good	1
2	50	50									Medium	Slight	Very good	3
3	20	50	20		10						Medium	Slight	Good	5
4	48.5	48.5			3.0						Very slight	Slight	Good	7
5	22	50			2		26				Slight	Slight	Good	9
6		64						36			Very slight	Slight	Good	11
7	37	63									Medium	Slight	Good	13
8	38	48							14		Slight	Very slight	Good	15
9		73			2				25		Very bad	Deep, with scaling	Poor	17
10	44	46			5		5				Heavy	Deep	Medium	19
11	50	50									Medium	Medium	Fair	21
12	60	34				6% Inert Pigment					Medium	Deep	Fair	23
13		27	60		3		10				Medium	Slight	Very good	25
14	25	25	20		5	25					Medium	Lateral	Fair	27
15	20	40		30	10						Slight	Visible with naked eye	Poor	29
16	33	33						34			Slight	Slight	Good	31
17	40	40					3	13		4	Medium	Slight	Good	33
18	75	25									Medium	Slight	Very good	145
19		25	75								Considerable	Deep	Good	147
20	67.0	19 5			10.0		3.5				Medium	Slight	Good	149
33	15	30	25						30		Medium	Slight	Very good	176
34	38.95	33.58	4.81		19.48			1.59	1.59		Slight	Slight lateral	Good	175
35	37.51	25.87	7.84		20.36			4.21	4.21		Slight	Lateral	Good	180
36	100										Considerable	Heavy	Rough surface	181
37	100										Considerable	Heavy and deep	Rough surface	182
38	100										More than Panel No. 182	Very deep	Poor	177
39				100							Considerable	Very slight	Good	178
40			100								Heavy	Slight	Good	168
45		90			10						Slight	Slight	Good	170
46		61						39			Slight	Medium	Fair	169
47		100									None	Very deep	Poor	172

A FORMER RETAILER'S SUCCESS.

The new Toronto branch of the Martin-Senour Co., Limited, at 215 Victoria Street, is one of the most centrally located and best equipped warehouses in the city, being one block east of Yonge and one north of Queen. It occupies the entire third floor of a new office building, and the 5,000 feet of floor space is equipped with the most modern bins capable of storing thousands of gallons of paint, which will be used to fill orders received from Western and Northern Ontario customers. Stocks will also be kept for the city trade at Rice, Lewis & Son and Stewart & Woods' warehouses.



J. H. CONOVER, TORONTO.

J. H. Conover, who has represented the company for five years in Western Ontario, has been appointed Toronto manager, the advancement being won by his successful work in building up the company's trade in Western Ontario. Before entering the Martin-Senour service Mr. Conover was a member of the firm of Greenhill & Conover, now Greenhill & Moffat, Leamington, having spent 18 years in the hardware business in that town.

There is an interesting story in connection with Mr. Conover's leaving the counter for the road. Mr. Schunk, of the Martin-Senour Co., called on Greenhill & Conover one October day in 1905 and tried to introduce "100 per cent. pure" paint. He found a hard buyer in Mr. Conover, however, the retailer having to be shown the merits of the new paint in comparison with lead and oil. Mr. Schunk was impressed with his would-be customer's earnestness and asked for another interview at the hotel that evening, where another wordy combat took place. A fortnight later Mr. Conover was summoned to Montreal by telegram and a practical demonstration of the merits of "100 per cent. pure" was made for his benefit. Then he was asked to name the salary he would accept to go on the road and introduce Martin-Senour paints in Western Canada. While convinced of their quality he preferred home life and shot his arrow high. It hit the Martin-Senour target, however, and so the retail trade lost to the traveling clan. And with an intense belief in, and a thorough knowledge of his goods, Mr. Conover began his calls on the retail trade, meeting with such success that has resulted in the establishment of the Toronto warehouse.

The Western Ontario territory is being temporarily looked after by W. T. Walsh and E. J. Cookson.

GETTING BUSINESS THROUGH CANVASSERS.

By Sharon E. Jones.

When we started in business we sent out men asking for a list of the tools used in all the factories in the city. At that time practically every shop had its own tool room. This practice necessitated having a man in charge to check up tools that were given out, etc., so that they would not be stolen. There were many factories, bicycle, lawn mower, etc. We found out what they were using and put in those tools. To-day there is not one tool room in the city. This means that they have taken that money formerly spent for tool rooms and put in other parts of their business. They depend now entirely upon the Jones Hardware Company, and we now have 55 employees, and twelve men on the road. We also do a little jobbing business in the implement and fence business. The first year we sold five carloads, the second ten, and so on and now 150 carloads are handled each year. How did we do it? We put men right out among the farmers, and as we have a high class fence we are doing the fence business of that section. We get after the farmer, and if he is not interested, then we follow him up later. We have got fourteen counties around Richmond on that fence because we have worked up the business to that extent. One man sells fence only, as that is a big enough subject with us. Farmers to-day are about as sharp customers as we get hold of. We send one man out to sell harness, buggies, waggons, carriages and everything that is used in tilling the soil or gathering the crops. We cover the territory thoroughly in that manner.

PAINT MANUFACTURER PASSES AWAY.

Death has claimed another member of the staff of James Robertson Co., Limited, Toronto, the call this time being answered by Thomas J. Johnson, for many years superintendent of the paint manufacturing branch of the company's business. Mr. Johnson has been in ill health for the past year, and for several months had spent part of his time calling on the trade in Toronto, and as late as Saturday, March 25, was at work, the end, however, coming on the following Monday, at his residence, 146 Sorauren Avenue, Toronto.



THOMAS J. JOHNSON

Mr. Johnson was 62 years of age, and for nearly 34 years had been with the Robertson Company, having charge of the shot, lead pipe and paint departments at various times. As a result he became widely known amongst hardwaremen in all parts of Canada. His early death will be sincerely regretted by all who knew him because of his connection with the hardware trade or on account of his activity as a worker in church and charitable movements.

About three years ago Mr. Johnson established the hardware business of Johnson & Co., 1000 Dundas Street, Toronto, it being conducted by his son, Harry. A widow and three daughters also survive.

Just prior to his death Mr. Johnson had sold his home and was planning a trip to California with the hope of regaining his health, but fate decreed that he should end an honored and useful life in the harness of business responsibilities, his unwillingness to give in being constantly remarked upon by those who knew him most intimately and honored him for his faithful service and force of character.

BENT GLASS IN ARCHITECTURE.

Written for the Journal by Edwin Hill, of Hill & Rutherford, Toronto.

The value of circular and eliptical curves in lineal design are so well understood by architects, as not to require much to be said by us here in suggesting their use for designs in important superstructures, but merely to remark that the scope of our architects hitherto has been curtailed in making designs for buildings, especially for commercial purposes where glass largely forms a part. This has arisen from glass for window openings being in flat sheets. It is nearly a hundred years since architects sought for glass to be made to given curves, and while the art of bending glass has been practised to a limited extent for upwards of seventy-five years in the district known as "Glass House Fields," London, England, the extensive use of it by architects for buildings is of much more recent date. Especially of late, in London, Paris, Brussels and other continental cities, its use has become extensive for show windows composed wholly and partially of large sheets of bent plate glass which are exceedingly attractive and well repay the proprietors.

It has become the practice to brilliantly illuminate the streets at night, which (in moderate weather) are acceptable promenades. Store or shop keepers advertise their wares after closing hours by a well lighted window, and this is made more effective when the public can go under the shelter of the main buildings; many of the finest shop fronts being so constructed as to admit of this; some receding back for a considerable distance from the street line, almost producing an arcade effect, while others are so arranged as to form a rotunda. These, where frontage admits, have spacious imposing vestibules which are dressed at night in some ready way like an ordinary window. The effect of these display windows is very beautiful, some having their ceilings adorned with mirrors in bold geometrical design interspersed with electric illuminating lamps.

Excellence, utility and even a charm are secured by using bent plate glass for shop fronts, not obtained by straight lines. Glass, like sheet metal, has imparted to it a stiffness when bent, so that where the superstructure admits of it, bent panes of glass may be joined together in a continuous line by very light bars. In fact, where conditions are favorable, bars may be dispensed with, the two edges of the panes being merely butted together and so obtaining a very fine effect.

Where bent glass is used, the design should have a bold treatment with the curves to as large a radius as possible. These curves produce the best effect, besides being the cheapest. A section of an elipse is equally as effective as a segment of a circle; such bent plates being bent over their entire surfaces, however slight it may be. The original richness of plate glass is not only preserved, but is enhanced by the charms of its curvature. Canadian architects have not had the advantage which bent glass affords until quite recently, owing to its having to be imported from Europe. After waiting months for bent glass, it often happened that it would be found to have been broken in transit. Bent plates of very large dimensions are now easily obtained from Canadian Glass Benders, enabling our architects to produce as fine a class of store fronts as any of the continental creations.

SELLING PAINTS WITH A LADDER.

Down South where they are a little ahead of the procession in regard to weather, quite a number of merchants have been making this offer:

"A Spring-cleaning Ladder free to the first 25 (or 50 or 75) persons buying paints to the amount of $5 or more."

The ladder given away is either a 3 ft., 4 ft., or 5 ft. step-ladder, such as is ordinarily sold for home use. The size and value of the ladder varies according to the merchant's generosity and also depends upon the prices he is getting. As a rule, however, a 5 ft. ladder worth about fifty or sixty cents is being given free with a $5 purchase.

The proposition is being advertised by placing one of the ladders in the window along with a sign about the offer. In the windows are also shown the various goods included in the offer. Besides, a number of merchants are showing two or three piles of various paints, stains, etc., with this sign alongside of them:

"A $5 Home Help Assortment. Look it over."

Under the term of Home Helps is being included Stains of all kinds, Enamels, Floor Paint, Furniture Polish, Prepared Paint, Deck and Porch Paint, Wood Crack Filler, Waxolac, and Hygeia Floor Wax.

Judging from reports so far received, this free ladder offer is certainly getting the business. In the various towns where the plan is being worked, women folks just naturally won't buy their paints or varnishes anywhere but in the store where they get that fine ladder for nothing.

There are two good points about this plan. First, giving away the ladder is a good sales stunt and sure to get the bulk of the natural and usual Spring trade. Second, by bringing Home Helps of various kinds before the attention of the public so prominently the use of paints, stains and enamels is suggested to many people who had no thought of buying them. In this way new business is created.—Lucas News.

MUST KNOW YOUR GOODS.

Have real reasons why people should prefer your paint above all others and sales will come easier and you can ask and get a good profit producing price.

Just answer to yourself these questions about your paint and see if you have any reasons why it should be given preference:

Is the quality exceptional and on a higher plane than the general run of paints?

Has it demonstrated by actual service that it can be depended upon to always give the maximum amount of wear?

Is it well and generally known and everywhere accepted without question as to quality and value?

BANQUET THEIR HOCKEY TEAM.

The management of the Imperial Varnish & Color Co., Toronto, gave a banquet in honor of their "Hockey Team," on March 23, to which the entire staff of employees were invited. J. M. Sparrow, President of the company, presided over an excellent programme, following which short addresses were delivered by Mr. Moneypenny, Vice-President, and J. D. Robinson. The evening was a decided success and the harmony and good feeling between the company and their employees was evident to all present.

Window and Newspaper Advertising

SUGGESTIONS FOR YOUR APRIL PAINT WINDOW

Written for the Journal by W. J. Illsey.

From observations made during my experience in the hardware business, a paint window is a good "business getter" most any season of the year. But without doubt April is the best time for paint and "brightening up" material displays.

The lay-out of the one shown in the accompanying sketch, is a window which can be used or put into any window whether large or small. Note how the background is made up, on a freshly placed tucked back of white cheese cloth (don't think that because it once was white, the old piece will do. Use new goods, as cheese cloth is cheap). Hang up the paint color cards, display price cards, paint color panels, etc.—which you can always get always for the asking from your supply house. Also pin to the background a number of chamois skins to intersperse the cards. Feather dusters, painters' dusters, paper hangers, brushes, etc., can also be hung on this back.

Put up a shelf about five feet from the bottom on the back and cover with cheese cloth. On this can be shown packages of wall colors, and cans of varnish, paint or furniture polish. Below this and leaning against the back, place step ladders enough to fill the space easily but not to make it too crowded. Between these, on the space showing in the background, hang other brushes, feather dusters, kalso brushes, etc.

Make a pyramid of mixed paint cans in the centre, as shown, and on each place a different style of paint or wall brush. On the end or ends of the window fasten in some neat design made up of kalso brushes, wall brushes or dusters, and along the bottom across the ends place straight edges, piles of paints in cans, etc.



Window Trim of Housecleaning Goods.

On the bottom and close to the front arrange all kinds of smaller paint brushes, glass cutters, paper hangers' shears, roller knives, etc., and from this small article row, work to the larger back row of articles, in gradual order, using cans of enamel varnishes, stains, wood dyes, furniture polish, household ammonia, Gillette's Lye, etc.

Be sure to use plenty of price cards. Don't forget that to get the best results from such a window, everything in and about it should be specially bright. If necessary give all woodwork a coat of French paint and

SPRING
PAINTING

We are ready to supply you with every item in the line for this work. .. .. ..

COME IN
AND
GET OUR PRICES

14 x 22 card

"DUTCH"
KALSOMINE

Makes beautiful walls and is less expensive than others.

TRY IT

5 lb. package, 50c.

14 x 22 card

PAINT BRUSHES
for every kind of painting.
Prices 10c. to $3.50

11 x 14 card

Brighten up your furniture.
We sell the best of polishes.
Per bottle 25c. and 50c.

11 x 14 card

thus make the public feel that you believe in the plentiful use of paint.

In conjunction with the display and in fact as soon as spring shows any signs of approaching, dig out all those sample color cards and enclose one in each parcel which leaves your store. It is cheap advertising and good too. If you use newspaper space, call attention to your display and give prices on the lines you are selling.

To sell paint, same as any other line only a little more so, you must be enthusiastic. You must know your goods and always be ready to give all advice and help asked for to customers or prospective customers.

Push Paint Properly—Prompt Profits Prevail.

COUNTRY HARDWAREMEN MUST ADVERTISE.

Written for the Journal by W. J. Carter.

Hardwaremen, as a rule, are mighty poor advertisers, in my opinion. A dry goods store, for instance, doing a yearly business of $120,000, will spend from $800 to $1,000 in advertising and it pays them well, and is the life of their trade, while a hardware store doing a $40,000 business in most cases will think they are doing a wonderful thing if they spend $80, and then in all probability will not change their ads over three or four times a year, apparently forgetting that after an ad appears twice that its value is gone, that it is dead, and dead advertising is like every other lifeless thing—no good.

To illustrate the power of advertising I might say that we ran across a good line of horse blankets this

season after the blanket season was well spent, yet by judicious advertising we sold 39 of that one line, besides sales made on other lines through getting people into the store to see this special line.

Speaking of advertising, I was much surprised in a long conversation I had with the Editor of the Iron Age Hardware Journal, at the Peterboro Convention, to find that he favored window advertising almost to the exclusion of newspapers. While I agree with him that our windows, if properly dressed, are one of our best advertising mediums, especially in large cities, I would point out that in rural districts a great many of the farmers do not visit town for a month at a time. What selling force does frequent changes of window dressing have with them, when they are not in town to see them, whereas they read their paper religiously each week from end to end and absorb everything that appears in the advertisements.

Now, we practice what we preach in regard to advertising, as we take three spaces in the Picton Times, and two in the Gazette, running two readers in the latter as well. In addition we mail 2,000 calendars, and give 200 more over the counter. We also use a great many sign-boards on the country roads, and it pays and pays big. Our sales Saturday, March 4, were $268, which was going some for a hardware store in a little country town at this season of the year

BRUSH AND PAINT DISPLAY.

One of the features of the recent Retail Hardware Convention at Peterboro was the interest taken in the window displays by local hardwaremen, as well as by visiting retailers.

The two displays made in the large windows of the Peterboro Hardware Co., always well lighted and with price tickets used liberally, were a center of attraction, the paint and brush display dividing attention with the tool display in the opposite window. Thomas A. Lyon arranged the paint window and a study of the picture shows that he did his work well. Cheese-cloth was used in the background and on the floor, a large mirror being on the side. Cans of Sherwin-Williams paints were placed in pyramids at the back with color cards, etc., at the base, and rows of cans in semi-circular arrangement in the foreground, a "covers the earth" poster being used on one side. Price tickets were shown on many cans, this adding materially to the selling power of the display.

Boeckh's "Steel Grip" brushes divided attention with the paints, a large display board showing brushes in wheel-like formation helping to add attractiveness to the display.

The window emphasized to hardwaremen the advisability of always showing a good assortment of brushes in window displays of paint materials, not only in the spring but throughout the year. That a sample board of brushes makes an excellent background was shown in Mr. Lyon's display, but where lack of space or other reasons prevent the display of brushes in this manner, ribbons or wires can be used to suspend the brushes from the ceiling.

George Pearsall & Son, Toronto, had a display of paints in their window last month in which the upper portion of the window was filled with brushes suspended from the ceiling by ribbons, the window being a very attractive one.



DISPLAY OF SHERWIN-WILLIAMS PAINTS AND "STEEL GRIP" BRUSHES IN PETERBORO HARDWARE COMPANY'S STORE DURING THE RETAIL HARDWARE CONVENTION.

Make Your Advertising Seasonable

April and May are good months to feature housecleaning articles, paints, garden tools, seeds, gas stoves, mechanics' tools, fishing tackle, etc., etc.

The element of seasonableness is most important in retail store advertising, and a growing number of retailers are recognizing the necessity of not only "changing their copy" every issue, but making the "copy" talk, just as the merchant or his salesman would talk over the counter. To illustrate this point:

James & Reid, Perth, Ont., have the reputation of being one of the most enterprising retail hardware firms in Canada. Certainly their new store has few equals in America for towns of a similar size. The store policy is good. Special lines are taken up and pushed. The firm even branches out into manufacturing hardware specialties. But despite all these evidences of progressiveness some of the firm's newspaper advertising has been very poor, in the writer's opinion. In fact, the one reproduced in the accompanying illustration is a whole lot better than some he has seen. And a more recent one featuring wall paper and leather goods is even better. But in the one shown three cuts are shown, and two of them have not a word of explanation. If a customer entered James & Reid's store and asked to see a go-cart or a farm bell the members of the firm wouldn't show the article wanted and then stand by biting their finger nails, while the customer looked all over the article for the price and to learn its good qualities. Not on your life. Good salesmanship would be used, and the customer would be told all about the article and how reasonable the price is in consideration of its quality.

Salesmanship behind the counter and salesmanship on the printed page is one and the same thing. Each is intended to sell goods, and if its good to talk price and quality in the store it is equally valuable when trying to induce the customer to come to the store.

Mr. Hawkins, of Exeter, advertises in a timely manner, featuring seasonable lines, but he puts too much shot into his barrel. He would get better results if he specialized on one or two lines and talked them real strong. On housecleaning supplies, for instance, he should have instanced a few articles, quoted prices, and endeavored to interest the housewives and the men who have to beat the carpets.

Carter Brothers (Picton), and Buchanan's (Medicine Hat) ads. are examples of how a single line is featured to advantage. In each case quality is talked and fair prices are emphasized.

The George Taylor Co.'s (New Liskeard) ad. is a really strong paint ad. It appeals to the personal and local pride of the householder and talks quality in a most convincing way. "There are only two kinds of paint, our kind and the other kind."

F. A. Hoar's (Barrie) ad. is catchy and likely to be resultful, prices of various garden tools being shown on either side of the illustration.

Taylor Bros. (Lanark) do not take full advantage of their advertising space. The composition is poor and the statement of fact is not nearly as effective as the logical and reasoning talk given in the George Taylor ad.

James & Reid's (Perth) ad. has already been referred to, with the exception of the talk on seeds it is altogether too general. Had the seed talk been followed up with matter referring to garden tools, wheelbarrows, brooms and brushes, paints, carpet beaters, vacuum cleaners, washing machines, etc., it would have brought greater returns for the money spent. Paints are referred to in a "hardly to be seen" line below the firm's signature.

The Orillia Hardware Co.'s ad. is well put together and the various lines follow each other in natural order.

The ad. of John Douglas, Wroxeter, is another well arranged announcement of seasonable goods, in which prices are not quoted. The ad., however, suggests many articles of daily need at this season, and should prove effective.



SAMPLES OF ADS. CLIPPED FROM CANADIAN PAPERS DURING THE SPRING SEASON

Study Human Nature.

The successful advertiser has to be a student of human nature. He must learn to place himself in the other fellow's shoes—to find out how he looks upon things and what interests him. It is stated on good authority that a highly-paid advertising manager of one of the largest implement houses in the States takes periodical trips to the country incognito, sits on fence rails in the most democratic manner, and gets close to the average farmer's ways of looking at things, his wants, his ideas, and his aspirations. He comes back loaded up with talking-points that are effective with the farmers because he has grasped their point of view. The hardwareman can apply this suggestion to his own business quite readily, and with astonishing results. It pays to be a good "mixer."

When advertising to women remember that they love detailed description much more than do men. 80 per cent. of your readers are women, and they have a lot of influence in suggesting purchases for the men. You can convince them more easily than the men. The latter depend more upon the truthfulness of your advertising than do the women, as they have less—or take less—time to investigate than do the latter. Therefore they expect that you be reasonable and honest in your statements. They are after the important points, not infinity of detail.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

The B. Greening Wire Co., Hamilton, finding that black screen cloth has been growing in favor this year, decided to change their color from green to black, judging by the way orders have been booked for black cloth the trade has welcomed the change. They have not ceased painting green altogether, and will continue to do so when specially ordered, at a slight extra charge, but all their stock will be black, as there has been a growing demand for a screen cloth of finer mesh than the standard, and for something better than the ordinary painted screen cloth, they have decided to stock in 50 and 100 ft. rolls bronze, galvanized and painted black cloth, all 14 mesh and 24, 30 and 36 inches wide. Cards bearing samples of Greening's Antique Rustless Bronze Cloth can be had on request.

Ault & Wiborg, Charlotte Street, Toronto, are placing on the Canadian market a new vehicle for paint, known as "Protectol." The manufacturers do not offer it as a substitute, but claim that it is superior to linseed oil as a paint vehicle. Many of the leading Toronto master painters are using it as a result of a test made by A. V. Wiggins. Samples can be had on request.

The Springer Lock Manufacturing Company, Belleville, are introducing a new front door lock this season.

The Queen City Oil Co., Toronto, are introducing a new oil sad iron heater, a new glass door oven for oil stoves, and the Rayo, junior, oil lamp. Printed matter will be forwarded on request.

The Corbin Cabinet Lock Company, New Britain, Conn., is placing on the market assortment No. 2400, consisting of hinges, hinge hasps, label holders and pulls, mending straps, brackets, corner plates, padlock eyes, friction and suit case catches, box corners, shelf rests and escutcheons. In all there are 43 11-12 dozen pieces, with a retail value of $31.57. A sample of each is mounted on the face of a cabinet, making an attractive display. The cabinet is 19 in. long, 16 in. wide and 11½ in. deep. It is made to stand on showcase or counter.

Edwin C. Walker, Urbana, Ohio, has added to his line of Vaughn's screw drivers a driver of short, sturdy design, very handy to carry in pocket, tool kit, automobile tool box, the new tool being only about 5½ inches over all.

Clayton & Lambert Manufacturing Co., Detroit, Mich., are introducing a new brazing machine, especially constructed for straightening automobile frames and axles, engine drive arms, brazing bicycle and motor cycle frames, taking dents out of steel plates on boilers and for melting lead, zinc or babbit, tempering tools and for all purposes where an intense heat is required.

A divider for carpenters' use, which includes the extension feature with steel and lead points, is being put on the market by W. A. Peck, 141-145 Brewery street, New Haven, Conn.

The Southington Hardware Company, Southington, Conn., is putting on the market a take-down square, which when taken down, occupies a space of 4 x 24 in.

Myers & Bro., Ashland, Ohio, are introducing a new whitewash, cold-water painting machine and general purpose sprayer, with double agitator.

The Goodell Company, Antrim, N. H., and 10 Warren street, New York, has added to its line of grape fruit cutlery a sectional grape fruit knife, No. 91.

A new coffee mill has just been put on the market by Landers, Fray & Clark, New Britain, Conn., which they call their "No. 24 Universal." It holds one pound, and is made entirely of glass—absolutely air tight—thus preserving the full strength and aroma of the coffee. One of the most important features of this coffee mill is the fact that in the event of breakage in use, either canister or cup can be replaced in any household; the canister by an ordinary mason jar, which fits perfectly, or the cup by a jelly tumbler of standard size. This is an important talking point which retailers can use to advantage in making sales.

The J. Stevens Arms and Tool Co., Chicopee Falls, Mass., has designed a new semi-military rifle known as the Hessian, intended to meet the conditions of the National Rifle Association for inter-club prone shooting matches. It has a 28-inch round barrel, with shotgun butt.

The George G. Veness Company, 201 Devonshire Street, Boston, Mass, is manufacturing a new combination egg beater, cream whip, cake whipper and ice cream freezer.

The Marlin Firearms Company, New Haven, Conn., is placing on the market a new Model 20 Full Magazine rifle. This is similar to the regular Model 20 rifle, but has 24-in. (instead of 23-in.), heavier barrel, a heavier modeled buttstock and magazine full length of barrel.

The Simonds No. 41 Straight Cut Hack Saw Frame, is a new device which appeals to the mechanic, and the sale is often made simply by showing the goods. This is the kind of a seller that most dealers are looking for, as the less time it takes to sell an article the quicker the profit is made on that sale. The Simonds frame is manufactured exclusively by Simonds Mfg. Co., Fitchburg, Mass., and Chicago, Ill.

The Russell & Erwin Mfg. Company, New Britain, Conn., has recently put on the market two styles of soap dishes, one for wall and the other for bathtub use.

E. C. Atkins & Co., Indianapolis, are introducing the Perfection grass hook, which embraces several new and exclusive features. The blade is made of saw steel of high quality, and will receive and retain a sharp edge much longer than the cheaper brands of grass hooks. It is light, and the peculiar shape of the blade causes it to cut easily. The handle is detachable and is fastened to the blade with an offset, which protects the knuckles when in use.

The Matchless opener, manufactured by the Bridgeport Hardware Manufacturing Corporation, Bridgeport, Conn., is made of forged steel from tip to butt. It is a very useful tool and can be used for opening boxes, barrels, shoe cases, crated goods, etc., while it can also be used for a hammer, a box chisel, a nail puller and in other ways.

The Richards-Wilcox Mfg. Co., Aurora, Ill., are placing upon the market the Never Slip Rope Buckle in connection with cattle and horse ties, hammock and tent stay ropes, clothes lines, etc. These buckles are made of malleable iron, heavily galvanized and therefore rust proof.

The Lawson Mfg. Co., 215 W. Huron St., Chicago, announce that they have added a very valuable feature to their Katz Surface Floor Spring Hinge, which will be of interest to the hardware dealers. Besides having a positive lock at 90 degrees, their hinge can be forced past the 90 degrees or can be made to complete a circumference without the least chance of break or strain.

Landers, Frary & Clark, New Britain, Conn., are introducing the Universal Safety Razor, which has a detachable blade fitted to an old style handle, a reversable guard being fitted over the blade.

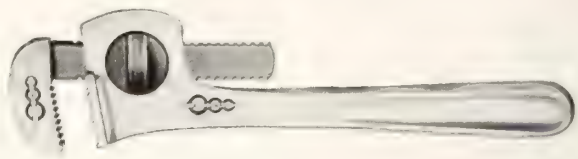
Amongst the new goods added by the Taylor Forbes Co., Guelph, to their big line of "Made in Canada" hardware, are the following: New styles of steel pulleys, window latches and catches, drawer pulls, door locks, bumpers and cobbler's outfits.

Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Gurney Foundry Co., Toronto, have issued a new catalogue of gas cooking and heating goods for the home, hotel, cafe, etc. The book contains 32 pages of live information regarding the construction of the various types of ranges manufactured. The line includes some new ranges, one of the most noticeable being the Gurney-Oxford compact cabinet, which is only 40½ inches long, yet contains all the features of many larger gas ranges. The hotel and cafe goods are lines on which any wide awake stove dealer can pick up a lot of profit if he has the Gurney catalogue and keeps his eyes open.

Macdonald & Sons, 109 Church street, Toronto, have issued a novel folder booklet illustrating their complete line of time and labor saving pipe tools, including Toledo and Jardine stocks and dies for threading and cutting pipe, Vosper pipe cutters, Macdonald's chain tongs, Macdonald's pipe vises, and their latest Macdonald pipe wrenches, which bid fair to win a high place for themselves amongst mechanics' tools. The wrench is illustrated in the accompanying cut, and is described as follows:—"With Macdonald's Pipe Wrench you do not have to tighten your nut to formulate the grip of the wrench to the pipe. They will not lock on the pipe. Other pipe wrenches of similar



outline do, and the operator in nine cases out of ten has to strike the handle to release the wrench from the pipe, and in doing so either breaks the upper jaws or strips the threads. The wrenches are made of dropped forged steel from tip to tip for hard usage, and have no springs to weaken or loose frames to break. Lower jaw adjustable."

Pinchin, Johnson & Co., Toronto, are supplying their customers with a large color card showing about five dozen colors of pure Minerva gloss paint, the line being remarkably complete. This and other printed matter can be had on application.

Some time ago the B. Greening Wire Co., Hamilton, issued a table showing the number of square feet of screen wire cloth in lengths of various widths. They have a few of these left and will forward on request to any reader of the Journal.

The Canadian Heating and Ventilating Co., Owen Sound, have issued a fine new catalogue illustrating their cast, steel and malleable ranges.

The Goulds Mfg. Company, Seneca Falls, N. Y., have issued a new illustrated catalogue, which contains valuable information on the treatment of fruit trees. Among the new goods will be found the New Construction, Monarch and Emperor Sprayers.

The Wire Goods Company, Worcester, Mass., have issued discount sheet 31, applying to the company's catalogue No. 6 and supplement of April, 1910.

The Hollands Mfg. Company, Erie, Pa., have issued No. 21, illustrating Hollands vises and tools.

The Coes Wrench Company, Worcester, Mass., has got out a little card, on the face of which appears the following: "We have been making wrenches in the same spot for 70 years. When you find a good thing, stick to it. The reason is on the reverse side." The reverse side contains considerable information regarding the Coes factories and products.

The Richards-Wilcox Mfg. Co., Aurora, Ill., has issued a catalogue on grinders. They are also sending out a folder which calls attention to their Little Giant folding sled, Richards tiger steel wagon jack and other specialties. The new catalogs will be forwarded on request.

A catalog which deals with the proper treatment for floors, woodwork and furniture, has been issued by S. C. Johnson & Son, Racine, Wisconsin.

The Imperial Varnish & Color Co., Toronto, have supplied their customers with equipment for a large window trim, two large pictoral panels being used on the side, with "Maple Leaf Paint" in the centre and the "M. L." trade mark in the center of the upper portion, full directions being sent with the "trim." A series of residence color cards on postcards are another of the "helps" being supplied to customers by this company.

MONTREAL HARDWARE HOCKEY BANQUET.

The third annual banquet of the Montreal Wholesale Hardware Hockey League, on Saturday, April 1, was a banquet of surprises. Some of the boys were discussing before dinner what would happen now that the Canadian Fairbanks had carried off for good the handsome trophy of the league, although cup, or no cup, they meant to play the game next year harder than ever. But before dinner was half over any speculation as to a trophy was set at rest, and what was more, so many prominent friends of the league came forward with prizes that even the President, H. B. Seybold, had some difficulty in remembering them all. No sooner had he, on behalf of the league accepted one gift, than he had another thrown at him. There is no doubt that this feature of the evening illustrated the strong hold that the league has upon the trade generally, and how manufacturers and jobbers alike regard with favor the good feeling that is engendered by the matches, and feel that the whole association is worthy of their strong support.

There was a strong muster of the boys, and the President was supported amongst others by R. Starke, A. A. Bittues, C. G. Drinkwater, G. C. Davis, Max Hill, R. B. Coulson, H. B. Brainerd, F. C. Lariviere, C. F. Smallpiece, and the vice-presidents, G. E. Chaffee and Thomas Robertson.

Amid much enthusiasm Mr. Davis presented Canadian Fairbanks with the trophy, which they had won outright, and in doing so referred to the good work of the league in broadening the views of them all, enhancing good fellowship and bringing both the boys and the firms together in happy harmony. Mr. Drinkwater, in accepting the cup on behalf of the champions, voiced the appreciation of the club at receiving such a souvenir of their play, and then made amends for depriving the league of the trophy by reading a letter from A. J. Fuller, President of the Canadian Fairbanks, offering a cup in return, to be played for on the same conditions as the old one. Needless to say that the boys let themselves go over this. Then when things had quieted down somewhat, P. Bolan, on behalf of the officers, G. E. Chaffee, T. Robertson, J. Marnell, R. F. Warren and himself, presented Mr. Seybold with a gold fob as a slight appreciation of the good work and attention that their worthy President has given to the league. It was largely to his efforts that things had gone so well, and that the league had gained the strength it possessed at the present time. Mr. Seybold was taken by surprise, but he had sufficien self-possession left to show how he appreciated the kindly act of those officers he had been working with for the success of the league.

Then the individual members of the winning team were called up by Mr. Smallpiece, of Taylor Forbes Co., to receive the souvenirs that he had promised them at the last banquet, the form of which he had kept as a surprise to them. The boys were not disappointed. The souvenir took the shape of handsome little silver cups similar to the big trophy won by the club, and tied with the club colors. Each was inscribed with the name of the owner. Mr. Smallpiece received a great ovation for his generosity, and it was generally agreed that there was certainly nothing the matter with C. M. Taking up the spirit of Mr. Smallpiece, Archie Macfarlane announced that he in turn would offer souvenirs for next year's winners.

Things were going very well the boys thought, but when Mr. Bittues expressed his desire to present to the league a shield to be held in perpetuity, there was some difficulty in holding them. Mr. Bittues was very happy in his idea. He thought the club should have something which would act as a tangible record of what had been done. By inscribing, as Mr. Bittues said, the names of the winning teams on the shield, there would be something for the players of to-day in years to come to point to with pride, and in looking at the records of their past deeds fight the fight over again. In the event of his having the good luck to have his gift accepted by the directors, he would like one stipulation to be made, and that was that the names of the boys who go on the shield should be those of boys who were "made in Canada." When the excitement had quieted down again, and the boys had in some measure thought over this magnificent offer of Mr. Bittues, Alf. Brittain, on behalf of the St. Mary's Wood Specialty Co., offered a prize for the second team. This seemed to be a very good idea to the boys, especially those of Frothingham and Workman. After all the runners-up should not altogether be left out in the cold. Mr. Brittain received his due meed of appreciation, and then things quieted down somewhat.

The toast list included "Our Guests," "The Champions," "The Players," "The Press," and "The Ladies." During the evening happy speeches were made by R. Starke, H. Hill, R. B. Coulson, G. E. Chaffee, B. Warren, Thomson Robertson, H. B. Brainerd, C. M. Strange, and H. D. Ellis.

The President made a very kind allusion to the Canadian Hardware and Stove Journal in introducing the toast of the Press. He referred to it as the official organ of the Ontario Hardware and Stove Dealers' Association, and said that every one should read the paper. It was an exceedingly bright Journal. Needless to say his remarks were appreciated to the full by the representative of the Canadian Hardware and Stove Journal, who responded to the toast.

Songs and piano selections were on the programme, and F. C. Lariviere gave a short address, applying the principles that conduced to good hockey play to prosperity in business.

CHOWN'S PADLOCK SIGN.

The new president of the Ontario Retail Hardware Association not only wears a padlock button on his coat, but also has a padlock electric sign in front of his store. The sign shown in the accompanying picture



was erected free by an electric sign concern who charge $7 per month for illumination and maintenance. It's a good ad. by day and by night, and the point is emphasized in every advertisement where, below the firm name are the words, "At the Sign of the Padlock."

Stoves and Housefurnishings

FIRST PRIZE STOVE WINDOW.

Stoves are hard to display in many windows, but E. A. Whitten, Bracebridge, succeeded in trimming a good window with a range and some cooking utensils, in the window of the Higgins Hardware Co.'s store at Peterboro during the hardware convention in that city in February, first prize being awarded Mr. Whitten for the display reproduced in the accompanying picture.

One of Moffat's "Canada B" ranges was used as the center piece, a charcoal fire being maintained to "keep the kettle boiling," and a pipe being connected up to the range to carry away the smoke. Beside the range was a hod filled with coal, and on the open oven door rested a pan containing a couple of loaves of bread. Tea pots, etc., were shown on the warming stands, while a saucepan was shown in the warming oven.



FIRST PRIZE STOVE WINDOW AT PETERBORO CONVENTION.

The walls, background and window floor were used to display various articles of kitchen and pantry ware, such as a bread box, bread mixer, frying pan, bake pan, wash boiler, potato masher, egg beater, etc. In the center of the foreground a large card carried the message: "As a perfect baker the 'Canada B' can't be beaten. Price $30."

HEATING PROBLEM IN THE YUKON.

"The winters in the Yukon territory being from seven to eight months, during at least five of which the thermometer ranges from Zero to 70 degrees below, with the further fact that the larger number of buildings are frame structures and the price of wood, principally soft spruce, is $10 to $15 a cord, according to length, quantity, and time of purchase," writes G. C. Woodward, "it can be readily understood that the question of the cost of fuel is one of great importance. Consequently different schemes have been devised from time to time in order to take advantage of as much of the heating capacity of a cord of wood as possible.

"The stoves used in Dawson for heating purposes are made of sheet iron and known as air-tight heaters. In some cases these are purchased on the outside, having cast tops and bases, but they are principally manufactured in Dawson entirely from sheet iron. The general custom has been to have the pipe run direct to the roof, a great percentage of the heat being thus lost through the pipe, and it remained for a local merchant to overcome this to some extent.

"Sheet iron drums, from 2 to 4 feet in diameter and from 4 to 8 feet in height, with a partition down the center to within a short distance of the bottom, are used. The pipe from the stove enters the top of the drum on one side of the partition, and directly on the other side of the partition another pipe is connected leading to the flue; the smoke must consequently follow down one side of the drum and up the other in order to escape. The pipe where it enters the drum may be too

hot to permit the hand to rest thereon, while where it leaves the drum it is barely warm, and when the smoke leaves the chimney it contains very little, if any, heat.

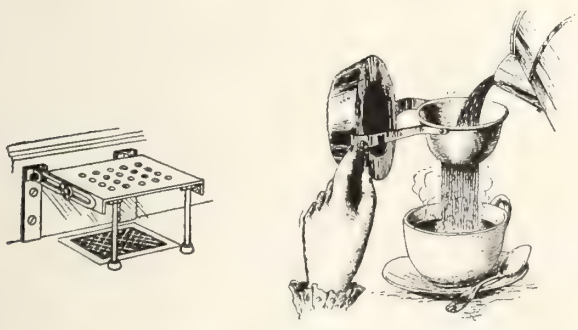
"These drums in some cases are placed immediately next to the stove and in others as far as 30 feet distant, according to the size of the room. They are also placed in different rooms from that which contains the stove, and in some cases on the second floor. In this way a great heating surface is obtained and at least 50 per cent. more heat, besides the distribution of the heat throughout the house, while the fire in the stove need not be so hot. It has also added to protection from fire, as the pipe is not hot where it goes through the roof.

"The one disagreeable feature is the collection of creosote, which formerly was largely consumed by the intense heat of the smoke as it left the pipe. This has been overcome by making the bottom of the drum drain toward a hole in the center, permitting the creosote to run into a pan placed below for that purpose. As much as 1 to 4 gallons of this creosote will collect during twenty-four hours, according to the size of the stove. So far no use has been found locally for this creosote, with the exception of a small amount used by gardeners for the destruction of plant insects and worms.

"The drum being built within 6 inches of the floor draws a certain amount of the cold air from the floor of the room and carries it off."

TEA AND COFFEE STRAINER.

In order to catch the drip from a strainer after tea or coffee has been poured through it, an inventor has provided a drip bowl which may be swung under the strainer. The strainer is pivoted in a pair of arms extending upward from the drip bowl. The handle of the device is attached to the bowl and not to the strainer, so that when the handle is turned to one side the strainer will maintain its normal position, while the drip bowl is swung out of the way. When the handle is turned past a certain angle, the arms engage a lip formed on the strainer, so that the strainer will also be tipped, and may be inverted to free it of the dregs or grounds that have collected therein.



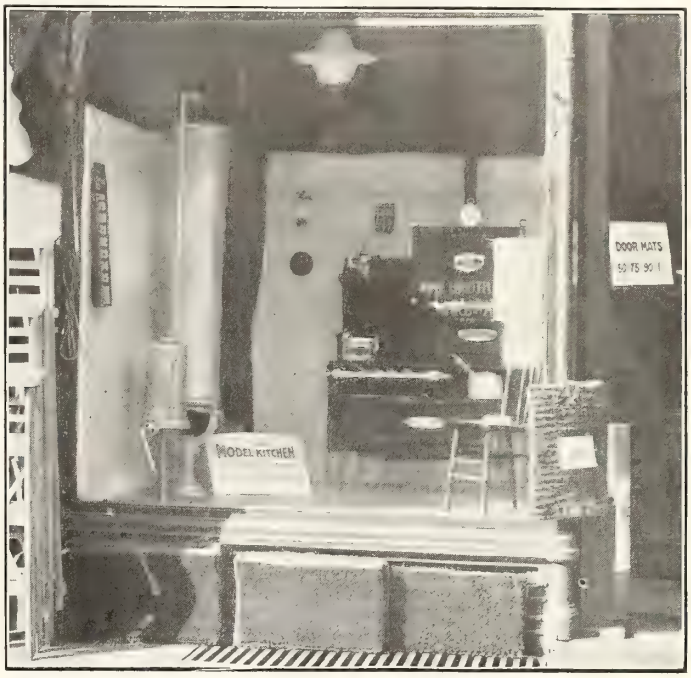
FOOT-REST FOR HOT-AIR REGISTERS.

A foot-rest for use over the registers of hot-air furnaces is shown in the small sketch reproduced herewith. The rest proper is a sheet of metal, provided with perforations to allow the heat to escape through, and supported by means of attachment to the baseboard and by two hinged legs.

MODEL KITCHEN WINDOW DISPLAY.

May Brothers, West Toronto, featured a "Model Kitchen" in one of their windows a fortnight ago with excellent results, selling two complete outfits as shown in the display, as well as making several individual sales of a smaller size.

The display consisted of one of the new Gurney-Oxford Compact Cabinet gas ranges, on which was



This Model Kitchen sold two of the outfits displayed.

shown an alarm clock and several cooking utensils, a range boiler and a Gurney-Oxford gas heater.

The outside display included articles of a seasonable nature, such as step ladders and door mats, a roll of prepared roofing being also shown in the doorway. Attractive display cards were used to draw attention to and give the prices of the articles displayed.

TWO TYPES OF SALESMANSHIP.

"I like this gasoline stove, just the size to set on my range; but I want a longer feed pipe—this is too short, the tank is too close to the burner. Can't you put on a longer feed pipe?"

This question a hardware store customer asked of a clerk not long ago. The clerk, without weighing the matter, gave the easiest reply:

"I do not think it possible."

"I guess I will wait, then," said the customer, and she forthwith paid a visit to a rival hardware store. Here she looked at the same kind of stove and explained her objection to it.

"I would take this stove," she remarked, "but I am fearful that the feed pipe is not long enough——."

"That is easily remedied," quickly broke in the clerk, "I can have one or two more feet of pipe readily attached to this."

"Then I'll take it," she concluded. "While I am here, too, I want to get some kitchen ware."

And the second store where the clerk was wide awake sold a bill of goods worth $100.—System.

Clerks who get to the top are the clerks who work to get there. You have to climb yourself, no one can do it for you—WORK.

SPORTING GOODS ARE PROFITABLE.

By W. W. Bennett, Gananoque.

As we find sporting goods a very satisfactory line to handle in connection with our general line of hardware, we will give our views on same in the hope that this line will be more generally taken up and pushed by the readers of your excellent Journal.

Any dealer who is situated adjacent to a stream with fish in it, has two chances for trade as against his inland brother. He can besides carrying a supply of baseball, football and other sporting goods, engage in the sale of fishing tackle. Situated as we are on the banks of the noble St. Lawrence, in the heart of the 1000 Islands, it behooves us to carry a good complete stock of fishing tackle of the best makes.

The tackle line is a good clean one to handle, the profits are O.K., and if a man understands the use of the different articles he can readily dispose of a good quantity of same.

We devote a large wall case to our sporting goods line, and alternately display in season guns and ammunition, skates, and fishing tackle. This case is illumined by concealed electric lights, and is attractive both day and night. The lower part of the case is fitted with a row of drawers, and beneath this are shelves behind glass doors, which will hold 10,000 loaded shells, or our stock of skates, etc. A case like this will be found a great help to any dealer in handling these lines.

Our town also has a flourishing "Gun Club." Besides being members of this club, we invite the experts sent out by the gun and cartridge makers to come and shoot with us. This very greatly stimulates the interest of the boys and incidentally makes a market for a large number of loaded shells. This we find is a great stimulus to our sales, and we would advise every hardware dealer to take an active part in his town Gun Club. The accompanying picture shows some of the Thousand Island Gun Club boys taking a morning



W. W. Bennett duckshooting on the St. Lawrence.

off with the live birds, bagging twenty Broadbill ducks in a couple of hours.

We have completed buying our summer stock of sporting goods, hammocks, etc., and we will soon be ready with a nice up-to-date stock of goods for the spring trade. We would urge every dealer to lay in a good stock of sporting goods, get his clerks interested in the lines and watch the business grow.

SEEDS BRING OTHER TRADE.

The Hardware Trade tells of a hardware retailer who, while he had handled seeds for several years, made up his mind to push the line two years ago. He put real and systematic effort into the line with the result that his purchases instead of being in the neighborhood of $30 or $40 for the year as previously, were nearly $600, while last year they exceeded $1,200, and all the other merchants in his town have given up handling seeds, so that he is left in possession of the field.

If the seed business is to be developed an effort must be made to induce purchasers to trade at home instead of sending away for their seeds. This can best be done by newspaper advertising at the right time; by proper window and store display and by personal letters to, or talks with, possible customers.

It should be made the business of someone in the store to pay particular attention to this department who might possibly be given an interest in it. If the dealer keeps a proper set of books he can at almost any time tell what each department of his business has made in the way of profits and in the case of the seed department a part given to the person in charge will be an added niducement to his pushing it.

To properly sell seeds also the retailer and his salesmen, should study carefully such seed catalogues as they can get hold of, so that they can talk intelligently to his customers of the new and improved seeds now being offered and show them that the local store can do as well by them as they can by sending away. This matter of sending away is more or less a habit among seed buyers, for the principal reason that in many instances there is no store in their town that has paid any attention to seeds, further than to carry a more or less incomplete stock tucked away in some dark corner. Put the seeds where they can be seen and they will in many cases sell themselves, as well as bring a good deal of trade in garden tools and similar lines.

TO MANUFACTURE STEEL RANGES.

The Aylmer Pump & Iron Works, Aylmer, Ont., are planning to begin the manufacture of steel ranges for the Western Canada trade shortly.

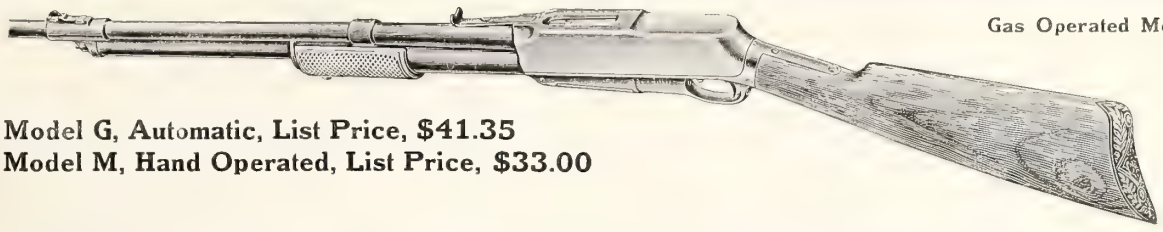
A. W. Humphries & Son, Parkhill, report a substantial increase in their 1910 business, although roads were very bad during the fall. Every hardware merchant ought to be an advocate of good roads.

Smith & Schaefer, Bolton, report a good stove trade during the fall months, but say profits are light, owing to prices being cut ten to fifteen per cent. because of the competition of the Toronto departmental stores.

"We have had an excellent stove trade this year, and I do not think there are many stocks of any size to carry over in this district," writes C. W. Conn, Tilsonburg, when sending two subscriptions for the Journal.

J. S. Allen, Burlington, Ont., reports 1910 to have been the best in his experience. "Our turn-over," he says, "has increased fully two-thirds over last year, and our stove and furnace trade has been exceptionally good."

J. Henry & Son, Orono, report a good incerase in trade during 1910, owing partly to the new branch of the Canadian Northern Railway being built from Toronto eastward. The firm supplied hardware to five of the railway contractors.



Gas Operated Model

Model G, Automatic, List Price, $41.35
Model M, Hand Operated, List Price, $33.00

Will you let us send you "Standard" Business?

Our 1911 Advertising Campaign and Selling Plan will develop a NEW and immensely enlarged field. The method will popularize and immediately increase the sales of Standard Arms.

Line up for big profits, rapid fire sales and the enviable reputation that will come to dealers who are far sighted enough to handle a modern line.

STANDARD RIFLES

All enquiries received will be referred to the nearest dealer, and strong support will be offered in business getting letters from our home office.

Send for our catalogue, booklets, etc., and let us tell you details of our way of sending business to you.

The following Canadian jobbers carry a stock of Standard Rifles and can ship promptly—EDMONTON, Ross Bros., Ltd., Somerville Hardware Co.; LONDON, D. H. Howden & Co. Ltd.; MONTREAL, L. H. Hebert & Cie, Ltd., Lariviere, Inc., Lewis Bros. Ltd.; OTTAWA, Ketchum & Co. Ltd.; ST. JOHN, N.B., W. H. Thorne & Co. Ltd.; TORONTO, H. S. Howland, Sons & Co. Ltd.; WINNIPEG, J. H. Ashdown Hardware Co. Ltd., Marshall-Wells Hardware Co. Ltd., Miller. Morse Hardware Co, Ltd., Hingston-Smith Arms Co. Ltd., Wood-Vallance Ltd.; VANCOUVER, McLennan, McFeely & Co. Ltd.

STANDARD ARMS CO., 121 F St., Wilmington, Delaware, U.S.A.



Dominion Shot Shells

ARE absolutely waterproof, allowing them to work perfectly in repeating and automatic shot guns, as well as insuring the powder against climatic conditions.

Insist on "Dominion"

Shoots best,
Sells best,
Is best.



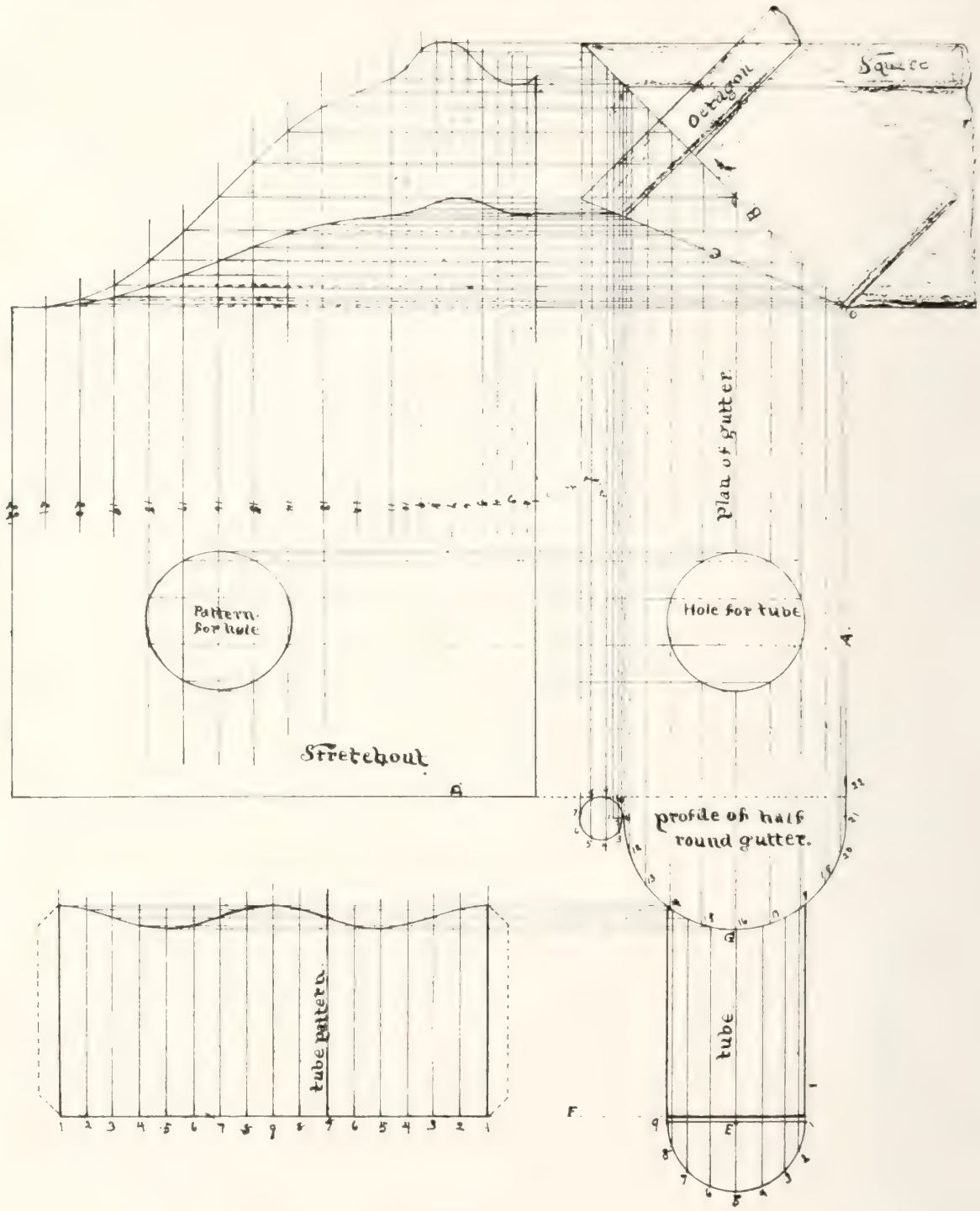
Dominion Cartridge Co., MONTREAL, CAN.

SQUARE AND ANGLE MITERS.

Article No. 2. Written for the Journal by G. L. Gray, Founder of Gray's School, New York.

On line D draw profile of gutter the required size and space it into any convenient number of spaces, erect line A and, at any convenient point as C, strike miter lines B and C, draw lines from spacings in profile parallel with line A, intersecting miter lines C and B. Take spacings from profile and place them on stretch-out line D, and draw lines indefinitely from spacings in stretch-out at right angles with lineD; place T square at C and at right angles with line A. Draw lines from numbers in stretch-out. Draw lines through intersect-intersecting points in miter lines to the corresponding ing points in stretch-out. This will give the correct patterns.

To make pattern for tube, draw tube the required size, erect centre line E G, and at E strike half circle and space into any convenient number of spaces; draw lines from spacings parallel with line E G, intersecting profile of gutter. Draw line F and space off the stretch-out 1—9—1, and draw lines indefinitely from spacings at right angles to line F. Place the T square parallel with line F, draw lines from G to corresponding numbers in stretch-out, which gives the required pattern.



There are still many stores that cling to the secret price mark, although they claim to have but one price. There is absolutely no reason why a store that sells at but one price should not mark goods in plain figures. The buying public has grown to look with suspicion on stores that mark their goods in unintelligible symbols. It "looks bad."

HARDWARE BUSINESS OPPORTUNITIES.

Ads. inserted under this head one cent per word, each insertion. Each Journal subscriber is allowed to insert one 25 word ad. free each year.

BUSINESS FOR SALE—One of the best Hardwares in Saskatchewan. Stock about $14,000. Buildings at reasonable rent. $6,000 cash will handle it. Business increasing, prospects bright, turnover and profits satisfactory. Will be off the market if not sold by April first. Don't answer unless you mean business, if full information is satisfactory. Write in first instance to box 101, Canadian Hardware and Stove Journal, Toronto.

WANTED—Tinsmiths and press hands at all times. Correspondence invited. E. T. Wright & Co., Hamilton.

FOR SALE—Three counter Show Cases; also a few tinsmith's tools in good repair. Apply W. W. Chown Co., Limited, Belleville.

FIXTURES WANTED—Am in the market for several silent salesmen and a screw case. Will take slightly used ones. Box 111, Hardware & Stove Journal, Toronto.

STOVE SALESMAN WANTED—For Western Ontario. Write Percival Plow & Stove Co., Ltd., Merrickville.

CLERK WANTED—An experienced hardware salesman. Must be a good stock keeper and window dresser. Apply, with references, stating age, experience and salary expected. S. L. Adolph, Listowel, Ont.

OVERSTOCK—Have an overstock of barn door latches which I will sell at a low price. Particulars on request. Box 112, Hardware & Stove Journal, Toronto.

FOR SALE—12 sections of Warren Shelving, 2 Meyers Ladders, 6 Bowser Oil Pumps and Tanks, 1 four-drawer National Cash Register. All nearly new. For prices and descriptions write Brown & Mitchell, Brandon, Man.

WANTED—An experienced and thoroughly capable man, able to take charge of the manufacturing end of a Stove Plant. Apply with references and full information to The Enterprise Foundry Co., Sackville, N.B.

NEWSPAPER CUTS FOR SALE

Large assortment, slightly used, Hardware cuts, tools, cutlery, tinware, etc., suitable for newspaper advertising. Twenty-five cuts for Four Dollars.

STANLEY MILLS & CO. LIMITED - HAMILTON

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

There's a Reason

WHY GRAY'S SCHOOL OF SHEET PATTERN DRAFTING IS MORE THOROUGH AND ADVANCED THAN ANY OTHER

IT is the result of twenty years of experience in modern shops. My work is so systematically arranged that one problem helps to make the next, and all the school work applies to the up-to-date designs and methods of detailing and developing of patterns as required in every day shop work. Laying out difficult work becomes a pleasure when familiar with my short and easy methods. You study during your spare time and apply your studies in your shop work.

Write for circular describing full course, also full size school drawing.

Gray's School

3537 Third Avenue, New York City

HAVE YOU "QUEEN'S HEAD"



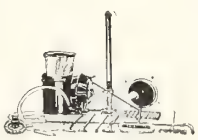
Galvanized Iron

In stock or one of the so-called "equals?" "Equals" won't give "Queen's Head" wear.

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

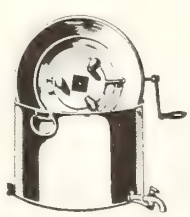
When you get a Vacuum Cleaner, Buy the best:



A New PERFECT

Does quick and perfect work in cleaning and renovating carpets, rugs, furniture, bedding, curtains, floors and walls. Has Blower attachment and stronger suction than others. It is a strong, simple, light and cheap machine.

Try our new washing machine. It is the latest, simplest, cheapest, most economical and efficient washer made. Works easy. No wear, but makes clean clothes.



Get particulars from

The Perfect Mfg. Co.

BERLIN, ONT.

Heating and Metal Working

FRESH AIR ESSENTIAL TO LIFE.

A recent issue of one of the leading magazines contained a very interesting and instructive article on, "Oxygenizing a City." The city referred to was Chicago and this article told how a prominent doctor who had devoted years to a study of the effects of fresh air on animals as well as on human beings, had worked out experiments which had proven not only very interesting but helpful to the human race.

In order to find out just how essential fresh air was in prolonging the lives of animals—the doctor tried the open air treatment on animals in the Zoo. He found that those animals which had been kept out of doors during the winter as well as the summer months were the animals that lived, while those which were kept indoors in places heated with steam had invariably died. In the case of monkeys it was found that even though the rooms in which the cages were kept were at the same temperature as would be the case in a tropical climate still they did not live because of the hot, dry air. This proved that it was not the climate but lack of fresh air that killed them.

This experiment was interesting as it showed that even animals must have fresh air in order to live. It brings out the fact that prominent scientists and doctors are giving the subject of ventilation in the home, and the necessity for fresh air much thought and attention these days.

Even the schools in all parts of the country are now giving this thought of fresh air much attention, and one school principal established a motto, "Less instruction and more oxygen." At this school desks were removed in the lower grades so as to give the children every freedom of movement. The windows are kept open even in zero weather, the children retaining their hats and wraps.

In commenting on this, Jewel Stove Talk says:

"Every hardware dealer who reads this and who has possibilities of furnace business at all is certainly passing up a good proposition if he does not realize and take advantage of the fact that the warm air furnace is strongly and surely coming into its own. If a school is heated with properly constructed warm air furnaces there is no necessity for compelling the pupils to retain their hats and wraps and open the windows. The fresh air will be supplied to them, the temperature will be comfortable and it will be much better in every respect for the pupils and the teacher.

"The point we are trying to make in this article is that practically every paper or magazine we pick up has some reference to fresh air, people are talking about it and thinking about it because it is a vital subject nowadays. This gives a great opportunity for the furnace man to get in telling arguments in favor of the furnace. There is no question but the field for installation of warm air furnaces is growing greater year after year."

PROFIT IN SELLING REFRIGERATORS.

By C. H. Leonard.

The time has passed when it was necessary to undersell your neighbor on refrigerators. The people are no longer looking for the cheapest article of this kind on the market.

The agitation for pure food laws has brought with it a realizing sense of the necessity for a place to keep food pure and an enormous demand for high grade refrigerators, lined either with white tile, opal glass or one-piece real porcelain enamel.

This is a good thing for the dealer if he is wise enough to take advantage of it, and supply what the people want and really ought to have, because the higher price which the people are willing and even anxious to pay, offers a chance to make more money on refrigerators than he ever dreamed of making on the old style zinc lined goods.

For illustration, take a small retailer who only sells twenty-five refrigerators a year, at prices ranging from $5.00 to $20.00 each. The average price is $12.50, total sales $312.50. As competition is fierce on this grade, he cannot make over one-fourth of the selling price, giving him a profit of only $72.12 for his season's work in this line.

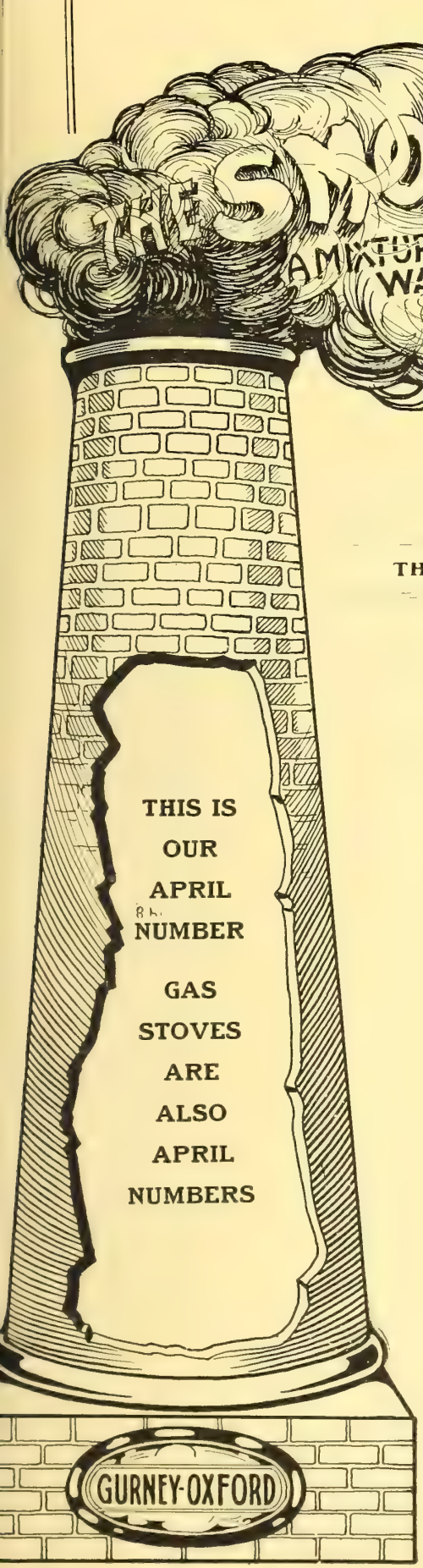
Evidently this is not worth while, for the goods are bulky, they take up lots of valuable store space, the profit scarcely pays the rent, and the delivery charges are heavy. Something must be done to change this state of affairs.

Supposing the same dealer should stock high grade refrigerators along with his cheap ones. He could sell as many and even more if he lets the people know he has them. His sales and profits would then foot up like this: Twenty-five refrigerators at from $25.00 to $75.00 each, average price $50.00; total sales $1,250. These goods are new; competition is not so fierce. He can double his money. Result: profit $625.00, instead of $79.12! If you are a large dealer there is a small fortune waiting for you right in this line.

This high grade refrigerator business lends itself very gracefully to the instalment plan, as some people are not prepared to pay so much at once, although determined to have one some time. Of course you can accommodate them, thus your sales will be doubled and your profits insured.

NOVEL ROAST PAN.

The Thomas Davidson Manufacturing Co., Montreal, have a patent roasting pan, the unique feature of which is that no basting is necessary. The meat or fowl rests on a hollow pan, around which is a double ring of metal in which water is placed, this keeping the meat from burning, while supplying moisture to the air to assist in roasting and browning the meat. In a demonstration at McKelvey & Birch's store at Kingston, several hundred of the pans were disposed of.



Whiffs Worth Watching

THE MONTHLY VOICE OF THE CLAN—GURNEY-OXFORD

HOWDY?

Three months without so much as a vapor from the Smoke Pipe—our annual editorial sleep—and we again burst forth on the unsuspecting Gurney-Oxford Brotherhood, and we've got so much to say, we hardly know where to begin.

First of all, the Harpoonist is no more—he died of an acute attack of pessimism on Christmas Day.

That is the only fatality we have to report. We opened at least one eye, several times through the winter—every time a Gurney-Oxford enthusiast called, in fact—and they all told such a story of good crops, good sales, good business and good cheer that we're glad we're not the Saturday Evening Post, but just one of the oval trade mark boosters.

Wonder if any one who casts his eye over us this issue isn't just quite satisfied with his stove business last fall. Far be it from us to talk about ourselves, but—wonder if we couldn't help?

No man can win unless he starts right. He must have the goods the people want—at prices the people want to pay for them.

We are selling that kind of goods, backed up by the most enterprising concern in this line of business,—and, we want to do business with you.

System is the secret of success.

The cost of your advertising comes out of the pockets of your competitors who do not advertise.

THE SMOKE GURNEY-OXFORD PIPE

Asleep on Fifth Avenue

Too high priced property for slumber.

He can't be a Hardware Man!





Here's a new one for 1911. The Compact Cabinet—the greatest case of Condensed Capacity in the entire Gurney-Oxford line. Find out the price of this one, get it quick, and put it in your window. This trade catcher is only 40½ inches long.

This dandy spring weather means spring fever for all of us; not the kind that has afflicted our friend in the picture, but the sort of fever that sends most of us gunning for more business seasonable business. There are just a few Canadian stove dealers who are blood relations of the Fifth Avenue sleeper. These fellows say that "Stove business doesn't pay," "Window dressing doesn't pay," "Advertising doesn't pay." Ye gods! I said, just a few such dealers.

The live ones are too busy just now to express an opinion on these subjects. They've got to get out the spring goods, display them attractively and saleably. They are busy designing trade compelling windows, and putting them in. They are busy putting some of their best sales talk in black and white, and sending it round to the newspaper. There's a lot of real seasonable goods that are just grand trade catchers in April. May the first is moving day, and from screens to gas stoves is a long call, and there are about a thousand things between that sell extra well right now, if displayed right. We know that the gas stove line is right to the point now, because a lot of you fellows are keeping us busy shipping 1911 Gurney-Oxford Gas Ranges, and laying out adds to increase sales. I wonder if every hardware man in a gas town realizes he's got—**Two Stove Seasons a year!**

THE SMOKE GURNEY-OXFORD PIPE

SENSE AND DOLLARS

Showing why it takes one to make the other in the stove business.

1 Keg Nails.	2 Tins Stove Polish.
3 Patent Can Openers.	4 Dog Collars.
6 Assorted Razors.	1 Shoe Brush.
1 Granite Pudding Pan.	And about two hundred circulars.

This is not part of an inventory list, but some of the things Smith, the clerk, had to take off the stove Mrs. Brayne asked to see, in Stone's Hardware store the other day. Mrs. Brayne, representing hundreds of Canadian women, does the same thing, all through Canada, scores of times a day, and poor Smiths have to go through the same performance of clearing the decks. By the time Smith got down to the stove itself, the lady was protesting that she only wanted to look around, anyway. Smith wasn't such a bad sort, either, but of course, the handicap was too much. The sale was lost before it was made.

Mrs. Brayne didn't say stove again till she happened to be in Wilson's hardware store across the street the week following, for the purpose of purchasing a package of tacks. Probably she would not have said anything but she saw a Chancellor range with an attachment on the smoke pipe, labelled in red, "Economizer." Mrs. Brayne was only human. She just had to know why they called that an "Economizer," though she had practically made up her mind not to buy her stove till she went to the city in about a fortnight, so that she could see a bigger variety.

Now, when a lady wants to see a stove, she invariably asks "What's the price of that stove?" And when a salesman replies to her, he never answers that question, for half an hour at least. Mrs. Brayne was not as much interested in the price of that stove, as in the "Economizer," but she just had to follow the demands of habit.



The word "Stove" was no sooner uttered, than she was taken in hand by the proprietor himself, as live a man as will be found in the business. He said, "I would like to show you what they have learned in the stove business since you bought the old 'Duchess' you are using now."

Then followed a clear explanation of the new features of the "Chancellor" range, the new reversible grates, with the large air space, and the freer draft, the divided flue strip, which evens up the oven heat, and all the other GURNEY-OXFORD talking points, which Mr. Wilson had at his finger tips, though he found it convenient to refer to the little card which tells all about the stove, and comes with it, and which he kept in his hand.

Well, to make a long story short, Mr. Wilson got warmed up to the work, as a good salesman should, and the lady was firmly convinced that the stove would certainly do better baking than the old one. She had it firmly impressed that every corner of that oven was going to be even, and that she would not spoil any more lemon pies because the back of the oven was hot and the front cold. She was already anticipating how much better toast she could make with the improved broiler, when Mr. Wilson worked round to the "Economizer." He always used the "Economizer" as a clincher.

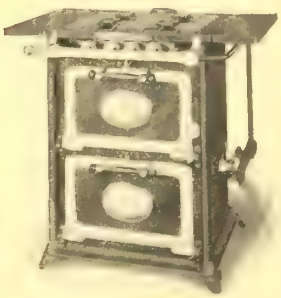
"When you start to make a fire for the night in your old range it means half an hour of juggling dampers, etc., and also a serious waste of fuel, though you won't realize just how much till you once use the 'Economizer.' When you have this controller on your range, the fire is ready to shut off immediately you put fresh coal on, and I'll wager I can keep a fire in that 20 in. range there for thirty hours or more, with one filling of fuel, because it has been done before. The 'Economizer, has held a baking heat for over eleven hours on one charge of coal, and that really spells economy. And it means convenience. You turn the handle up for more heat, and down for less. It's really a throttle valve for a stove."

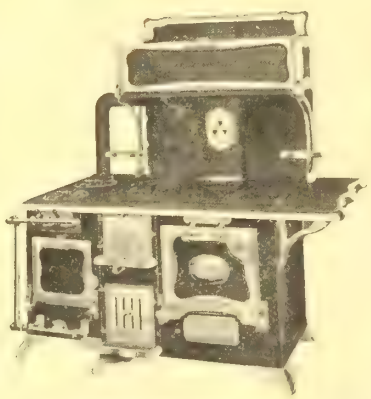
The sale was made, of course, because the lady actually realized that here was a really better proposition than she could get elsewhere.

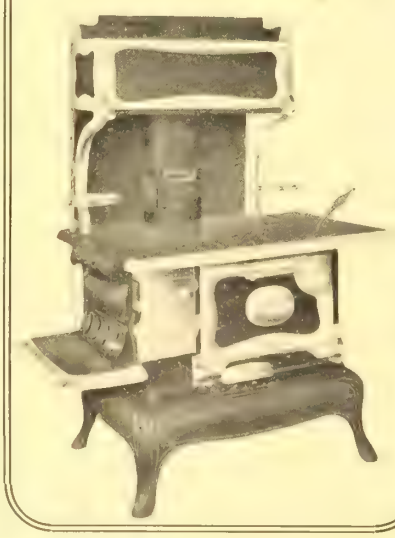
There is no secret why Wilson does nine tenths of the stove business in the town. He has the right line, and he presents the goods right. Of course his stove department pays, and pays well. And meantime, the man across the street says stoves don't pay. He'll know why some day.

THE SMOKE GURNEY-OXFORD PIPE









A LETTER TO CANADIAN STOVE MEN

Toronto,
April 10th, 1911.

Dear Sir:

Just a year ago we issued a book, outlining what we would do for the trade during 1910 to help sales. You may remember that book. It was called "A hot campaign for the dealer."

That co-operation made sales—we know that, because we filled the orders. It made most sales where we had live, intelligent co-operation from our local man, but it helped all along the line.

Our new proposition—our co-operation for 1911—will come to you about the first of May. We'll make no definite promises further than to say we expect an even bigger increase this year than last. Our line, too, is even better and more complete than it was last year.

Are you telling the same sort of stove story as the other fellow? Or, this year of 1911, will you be there with different, better, more effective methods?—because we'll have them, May 1st. And we can enable you to **clearly show** that the Gurney-Oxford Economizer will save household expense for your customers.

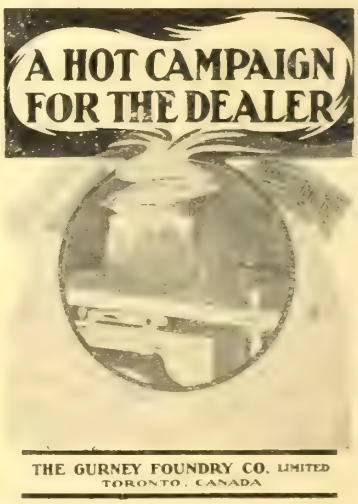
Better find out this year, May 1st.

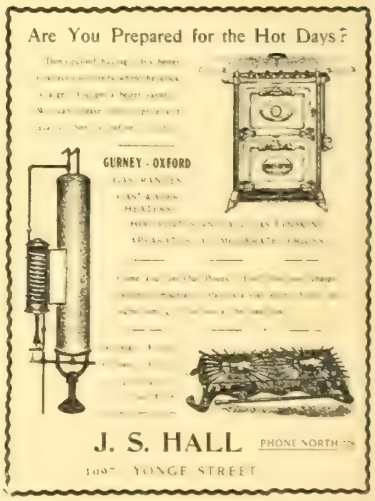
Yours very truly,

THE GURNEY FOUNDRY CO., Limited.

E. H. Gurney







Canadian Trade News

BUSINESS CHANGES.

Eastern Canada.

Quebec, Que.—Victor Lemieux succeeds N. Lemieux & Fils.

Halifax—J. Simmonds & Co. have succeeded H. H. Fuller & Co.

Fredericton—Tweeddale & Co. store being closed and merged into J. S. Neill & Sons, who formerly controlled both businesses.

Ontario.

London—O'Dell-Bennett, have succeeded Gillian McLean, and will continue under the name of the McLean Hardware Co.

London—J. G. Steele & Co., have succeeded W. B. Gillespie & Co.

Chatham—G. Willard succeeded Westman Bros.

Ripley—James Geddes succeeded Solomon Bros.

Neustadt—F. W. Meyer & Son succeed F. W. Meyer.

Glencoe—Sutton & Luck succeed P. D. McCallum.

Beamsville—Edward Keith has succeeded J. McTaggart.

Millbrook—E. S. Eakins suffered loss by fire.

Glencoe—Sutton & Lutz succeeds P. D. McCallum.

Stratford—Brickman & Co. succeeds D. L. Myers & Co.

Wingham—G. Schmidt succeeds J. G. Stewart & Co.

Toronto—May Bros. have dissolved partnership, the store now being run by Geo. E. May. H. B. May, retiring partner, will locate in the West.

Moorefield—Geo. Wilson has succeeded Wilson Bros.

Drayton—Patterson & Hillborn moved into new store.

Owen Sound—Morran & Sons have sold to T. I. Thompson, Limited.

Manitoba.

Manitou—R. L. Gillerain opening new store.

Makinak—J. Polvin succeeds Joseph Sive.

Brandon—Hoshal & Carmichael opening store.

Winnipeg—Lennox Mackie Co. succeed Lennox Hardware Co.

Winnipeg—Segel & Wild establishing tinsmithing business.

Winnipeg—J. H. Ashdown Hardware Company have purchased stock of Kobold Tool & Cutlery Co.

Stonewall, Man.—Williamson & Patterson succeed Weston Montgomery.

Saskatchewan.

Langham—J. G. Lemky has succeeded Moore & Camroux, tinsmiths.

Laird—Laird Trading Co. have sold to Western Merchants.

Weyburn—Hoshal & Carmichael opening new store.

Dubec—J. B. Wilson has been succeeded by the Wilson, McIntyre Co.

Indian Head—F. S. McKay, hardware merchant, dead.

Bladworth—G. E. Miller succeeds C. W. Burrows.

Rouleau—Chas. Worden succeeds McGillivray & Montgomery.

Saskatoon—Ex-mayor Hopkins has formed a partnership with W. D. Cameron, Elgin, Man., and new firm will be known as Hopkins Hardware Co.

Milestone—Driscol & Brie opening hardware store.

Regina—Weir & Co. succeeded Weir & Tuck.

Oxbow—Crossley & Jackson suffered loss by fire.

Langenburg—Denmark & Burton suffered loss by fire.

Alberta.

Bow Island—R. E. A. Colp has purchased stock of G. R. Howden, and has added a plumbing department.

Calgary—Alberta Metal Culvert Co. succeeded by Canada Ingot Iron Culvert Co.

Edmonton—Paul Werner opening new store.

Edmonton North West Sheet Metal Works announce change in ownership.

Edmonton Capital Sheet Metal Co. have succeeded Maxwell & Howe.

Kindersley—Robins & Reid, adding house-furnishing department.

Irricana—Ben. F. Fisher opening hardware department.

Macleod—Arthur & Penrose, painters, have started business.

Strathmore—G. T. Barry, who succeeded Strathmore Trading Co., building extension for tinsmithing and plumbing shop.

Calgary—Calgary Hardware Stores, Ltd., opening branch in Sunalta.

Carstairs—C. N. Fogg opened stock of harness and saddlery.

Camrose—Hiram Burger succeeded Burger, Davidson & Co.

Drumheller—J. J. Cummings starting in business.

Edmonton—Werner & Jenkinson succeed J. A. Werner.

Strathmore—Strathmore Hardware Co. open store.

Wetaskiwin—Spencer & Spencer succeed Wetaskiwin Decorating Co.

Whitla—The Whitla Hardware & Furniture Co. have taken P. N. Coleman into partnership.

Carnduff—W. T. Sparling succeeds J. E. Olsen.

Diamond City—Alberta Hardware Co. commencing business.

Macleod—Cunningham Hardware Co. changed name to Cunningham Bros.

Macleod—R. H. Graves has discontinued.

Tofield—A. F. Fugh retiring from business.

Wetaskiwin—C. F. Lemire, sold business.

Whitla, Alta.—Harris & Co. opening hardware business.

Zelma, Alta.—Geo. Martin, Killarney, Man., will establish hardware business.

British Columbia.

North Vancouver, Patterson, Clark & Goldie, succeed Latimer & Elliott.

New Westminster—Anderson & Lusby are constructing large warehouse.

Salmon Arm—S. J. McDiarmid has succeeded Neelands & Co.

GENERAL TRADE ITEMS.

McClary Mfg. Co., London, are to build a two storey addition to their mounting shop.

T. E. Taylor has been conducting gas range demonstration for the McClary Mfg. Co. at St. John, N.B.

McFarlane & Douglas, Ottawa have been incorporated with $300,000 capital to manufacture sheet metal building materials.

Burrow, Stewart & Milne, Hamilton, will put a new warm air furnace on the market this year.

A. R. Dundas, stove dealer, Cobourg, has been honored by election to the presidency of the Board of Trade in that city.

J. S. Weichel of M. Weichel & Son, Elmira is recovering from an operation performed in St. Joseph's Hospital at Guelph.

J. M. Kains & Co., Vancouver, B. C., representatives of Clare Bros. & Co., Preston, have moved into new and larger premises at 858-860 Cambie Street.

The Hamilton Lock & Hardware Manufacturing Co., has been organized and a plant is now being installed at Hamilton in which to manufacture locks and other articles of hardware.

Wilson Porter, of Bury Brothers, Walkerville, has been transferred from Denver, Colorado to Canadian territory and is now calling on the Ontario hardware trade.

The Moffat Stove Co., Weston, Ont., have recently completed a large addition to their plant, adding very materially to its former capacity. Some new designs are being added to their line of gas ranges.

The Onward Mfg. Co., Berlin, sold 2 electric and 26 hand power vacuum cleaners during the Peterboro convention, besides opening up several new agencies. They have just issued a new display card for dealers, illustrating their line of sliding furniture shoes.

J. H. Ashdown & Co., Winnipeg, are erecting a large plumbing and heating supply warehouse at Winnipeg, and will go extensively into this branch of business in future. They will act as exclusive agents for "New Idea" boilers and radiators, manufactured by the Gurney-Tilden Co., Hamilton, who have in preparation a new hot water and steam heating catalogue.

Market Situation

METAL MARKETS.

Metal jobbers report the Canadian trade as being in a very satisfactory condition, with an improvement also noted in outside markets. The opening of navigation has brought lower prices on pig iron, quotations being 50 cents lower than a month ago. Tin, however, is a little stronger, the ruling price being 45 cents.

One of the best features of the present condition, from the jobbers' standpoint, is the smallness of the stocks in hand. There is no real shortage, however, and deliveries are being made fairly promptly. Buying for August and September delivery is quite active, and the outlook is for an active season's trade, with a tendency for prices to firm up.

Canadian foundry iron is now quoted at $19 for No. 1 and $18.50 for No. 2, with lower prices on contract deliveries. English irons are also quoted lower owing to the opening of navigation, Middleboro being quoted at $19.50. A good deal of American iron is also being imported, but Canadian furnaces have all they can do to keep up with the demand.

Tin is being held firm by the speculators in control of the market, and the outlook is for even higher prices than the present quotation of 45 cents. Copper, lead and spelter all show an improvement with the opening of spring, and all are in good demand. Prices on these metals are unchanged, however.

Plates and sheets are the most interesting on the metal market, stocks being light and the price tendency upward owing to the continued high price of tin. The situation is encouraging many buyers to order farther in advance than usual.

There is no change in the market for old materials.

HARDWARE MARKETS.

Everything is rush and bustle in jobbers' warehouses at present, making shipments of spring goods dated for April delivery. Orders booked for future shipment are also heavy, fall bookings being heavy enough to indicate that record figures are likely to be again reached this year.

Spring goods predominate, of course, in the present activity, including building paper, poultry netting, shovels, post hole augurs, rakes, hoes, wheelbarrows, egg crates, etc., while housecleaning necessities, such as washing machines, wash boards, scrubbing and paint brushes, mops, carpet sweepers and similar goods are also included in large quantities.

Summer lines are also being shipped in increasing quantities, refrigerators, ice cream freezers, lawn mowers, hose, lawn seats, hammocks, etc., being taken into stock by the wide awake retailers who keep ahead of the demand. Sporting goods are also moving lively, heavy deliveries being made of fishing tackle, football, baseball and lacrosse supplies. Silverware and cut glass for June wedding trade are being ordered freely.

Gas oil stoves are in strong demand, while tinware has the lead on enamelware at present. Bookings of stoves are large, owing to the delays experienced in getting deliveries last season. Furnaces are beginning to move nicely.

Builders' and heavy hardware, as could be expected, are also prominent in every shipment, the outlook being for a heavy building year, both in Ontario and the West. Reports from Western Canada are to the effect that "this will be the biggest and best year for every branch of the trade in this Western country, and manufacturers will do well to prepare for large orders, and plenty of them, during 1911.

PAINT AND OIL MARKETS.

Turpentine has been hitting the high spots during the past month, and with a hungry group of speculators in control of the Southern markets the man who attempts to forecast the market takes a big chance. The future seems to rest entirely with the men in control. The present quotation is $1.40, and prices may possibly go as high as $1.50 before the speculators' greed is satisfied. The lateness of the spring is delaying the harvesting of the spring "crop," and this is assisting the manipulators in keeping stocks on the market light. Relief is hoped for in May.

A measure of relief has already arrived for linseed oil, an easing off in the English market, caused by the lower priced Calcutta seed, resulting in a corresponding lowering of prices here, oil being now obtainable in Toronto at $1.12 and $1.15, and at $1.10 and $1.13 at Montreal. One large paint manufacturer predicts $1.05 and $1.08 oil before the end of May.

Ready mixed paint will not be affected by lower priced oil, however, for two reasons. In the first place paints were not advanced in proportion to the increase of price in oil and turp. And secondly present stocks are made up of the higher priced oil. Prices may ease off next fall, but even this is not considered likely, as the future outlook for flaxseed production does not encourage hope of a material lowering of the price of linseed oil.

White lead has also been in heavy demand, the volume of this trade being enormous in the spring months. Prices are unchanged. White zinc and red lead are having a seasonable trade, as is also putty.

Varnishes and specialties are particularly active owing to the house-cleaning season. The use of soya bean and wood oil, has kept the price of varnishes down, while maintaining a good quality.

Paris green shipments have been cleaned out, it being necessary to make new stocks for filling future orders. Arsenate of lead has also been a good seller for spraying purposes.

WINDOW GLASS OUTLOOK.

W. R. Hobbs, president of the Consolidated Plate Glass Co., Toronto, who has just returned from Europe, reports that overbuilding has had a bad effect on the glass trade in Great Britain, while both the British and Belgian markets have been disorganized by the tremendous spring demand from Japan, owing to the proposed imposition of a higher tariff in that country in June. As a result it is extremely difficult to get delivery or orders for spring shipments to Canada, and scores of importers, in Mr. Hobb's opinion, will be disappointed in not being able to get orders filled. As a result he predicts a shortage, with the consequent result of higher prices later on in the season.

The glass trade in Canada has been unsatisfactory for several years, and quite a number of the smaller glass houses have gone out of the business.

MR. HAMBLY EXTENDS THANKS.

Editor Hardware & Stove Journal:—Kindly allow me space in the Journal to extend my thanks to the many friends who sent telegrams and letters expressing their sympathy regarding the loss sustained by me in the recent burning of my store. I have been so busy that I have been unable to send acknowledgments, but wish to say that already I am engaged in a "fire sale" in another store, while the burned building is being remodeled, and will be ready for me again next month.

Thanking my friends through you, I remain, etc.

Barrie, April 4. J. R. HAMBLY.

Mr. Hambly's fire took place on Thursday, and he had the loss adjusted by Saturday, and a week later was conducting a fire sale in another store, crowds lining up waiting for the door to open in response to his advertisements. Over $800 was taken in the first Saturday, and the store has been open every other day since, the alternate days being used to get stock in shape to sell. While prices are necessarily cut down, the sale is satisfactory in cleaning out the salvage stock, and in getting rid of goods which have been "stickers" for years.

The fire was caused by an explosion of roofing cement, which painfully burned V. S. Hambly, nephew of the Association past president. Fire gutted the cellar and first floor, but water and smoke did the most damage. On an insurance of $9,000 on fixtures and stock Mr. Hambly was given $7,500 insurance. His stock had been valued at about $17,000, but much of this is salvage, and the "cleaning out" process will make it possible to reduce the stock considerably.

Here's the Vacuum Cleaner You've Been Waiting For

REGINA VACUUM CLEANER



Electrically Operated Regina Vacuum Cleaner.

A cleaner that is past the experimental stage, and combines genuine dust-getting efficiency with an ease of operation that will simply astonish you. The Regina double pump idea cuts labor in half and doubles the life and usefulness of the cleaner.

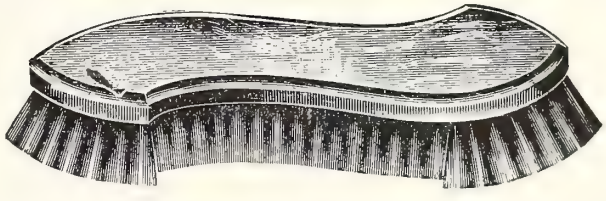
Of course, we have the **Hand Power** style, as well as the Electrical Regina shown in the picture. The hand power is a big seller because the duplex pump, working all the time with both a forward and backward stroke creates a strong, continuous suction—yet so easily that a child **really can** operate it.

The **Electrical Regina** can be effectively driven at 2,400 impulses per minute, being 1,200 for each pump—it simply MUST get all the dirt there is—yet it's portable, light, durable and simplicity itself.

A strong proposition is ready for unoccupied territory. Write us to-day.

PAGE WIRE FENCE COMPANY, Limited, Walkerville, Ontario

Make a Good House Cleaning Display of



Boeckh's Brushes and Brooms

during the month of April and increased sales are certain to result.

Do not fail to include all kinds of Brushes in the "labor lightener" class.

WE WILL SUPPLY FREE TO THOSE REQUIRING SAME

Window display cards

Electros for advertising purposes

Circulars for distribution to customers

DROP US A CARD IF IN NEED OF ANY OF THE ABOVE

The Boeckh Bros. Company, Ltd.

Head Office, 80 York St. **TORONTO, CAN.** **Factories, 158-168 Adelaide St. W.**

GET THE BIG BUSINESS WITH

Ruberoid Roofing

Trade Mark Reg. Pronounce it Rue ber-oid



RUBEROID Roofing is good enough for the most expensive buildings as well as low enough in price to be the most economical roofing for sheds, barns, and other structures of the cheaper class.

Colored RUBEROID, in Red, Brown and Green—the color *impregnated* right into the roofing—makes among the handsomest as well as the most durable roofs.

With RUBEROID in stock you can go after the highest class of roofing trade—and get it.

Write for full information, samples and discounts.

The Standard Paint Co. of Canada
Limited

286 St. James St., Montreal.
197 Bannatyne Ave. E., Winnipeg.
25 Pender St. W., Vancouver.

M-L Paints



Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floor Glaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line. Get particulars from—

Imperial Varnish & Color Co.
Limited

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg
524 Beatty St., Vancouver

Get the good of our - - advertising - -

Our big advertising campaign is bringing us many enquiries from your locality that we would like to refer to you. You should connect with us on these quick-selling, high quality, up-to-date goods. There is a most satisfying profit-margin for you on

PRESTON STEEL CEILINGS

This is a line EVERY hardware man ought to handle—ought to push—ought to know all about. Request our big FREE book showing some of the new designs for 1911 Spring building and repair jobs. It will pay you. Get the details.

SEND FOR THE BOOK TO-DAY

WRITE TO

METAL SHINGLE & SIDING CO. LTD.

PRESTON, :-: ONTARIO

Branch Office and Factory, Montreal, Que.

"OVEN DOOR" "SPRINGS"

HAVING trouble?
Well try us---
THAT'S all.

United States Steel Products Co.
MONTREAL

PREVAILING MARKET PRICES.

Toronto, April 10th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb. 0 09
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting.... 13½
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base,
Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized Apollo		Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots—	
Canadian foundry, No. 1	19 00
Middlesboro, No. 3.....	19 50
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb...23	25
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb ..13 00	15 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Retinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50
"Allaway's Best" — Standard Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35
Terne Plates.	
I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00
Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet bxs	7 00
Tinned Iron.	
72x30 up to 24 gauge, case lots..... 7 25	7 35
72x30 up to 26 gauge, case lots	7 85
Scrap Metal, Dealers' Buying Prices—	
Heavy copper and wire lb.	0 11
Light copper bottoms ...	0 09
Heavy red brass	0 10
Heavy yellow brass	0 08
Light brass	0 06
Tea lead	0 02
Heavy lead	0 02
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge ground 0 15
Litharge, Flaked..... 0 06½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Banels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20½
Tins, 1-lb., 100 in case	0 21¼

Petroleum—
Can. Prime white, gal. 0 12½
U.S. Water white 0 14
U.S. Pratt's astral 0 16
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½
Putty—
Bulk in casks 2 20
Bulk 100 lb. drums.... 2 55
Bladders in barrels 2 75
Ready Mixed Paints –
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—
Pure Turpentine, single barrels 1 35 1 40
Wood Turpentine 1 00
Linseed Oil, single barrel, raw 1 13 1 15
Linseed Oil, single barrel, boiled 1 16 1 18
Rosin, "G" grade, bbl. lots, 100 lbs. 3 25
Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70
White Lead, ground in oil—
B. B. genuine 7 40
Other brands 6 15 6 65
White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 08½
Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.
Miscellaneous—
Beeswax, per lb. 0 40
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 2 30
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "N.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails, base 2 35
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2 85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16 80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts
Carriage Bolts, common new 81 list.
Carriage Bolts, ⅜ and smaller 70 p.c.
Carriage Bolts, ½ to and up 60 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 60

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 3 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 09
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 09½
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½, trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

HAVE YOU ILLUSTRATED YOUR NEW LINE ?

Photographs for Travellers' Sample Books.
Half-tones for Catalogues, etc.

LINE DRAWINGS and ZINC ETCHINGS for GENERAL NEWS ADVERTISING, Etc.



By permission of the Harriston Stove Company.

Specimen of Catalogue Illustration.
Photograph, Retouching and Half-tone Engraving complete, the product of our works.

We photograph and make the plates for any nature of advertising or publicity

Legg Bros. Engraving Co.

5 Jordan St. - - TORONTO, CAN.

There's Money in your Churn Department



STYLE F

If your stock bears the name

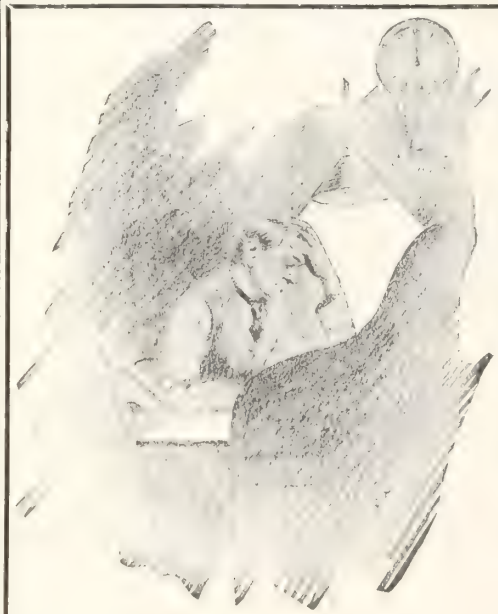
LEADER

They're **never** dead stock. **Satisfied users** and **extensive advertising** have made them **famous** the country over.

They're just what their name implies---**Leaders in perfect churn construction. Easy to clean and keep clean.**

MADE BY **Cummer-Dowswell,** LIMITED, **Hamilton, Ontario**

Eastern Agents---W. L. Haldimand & Son -:- -:- Western Agent---H. F. Moulden
Montreal, Que. Winnipeg, Man.



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of Canada and the United States. These have found that by the use of The McCaskey Gravity Accounts Register System their posting and totaling are done at the time the sale is made. They have no statement to mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

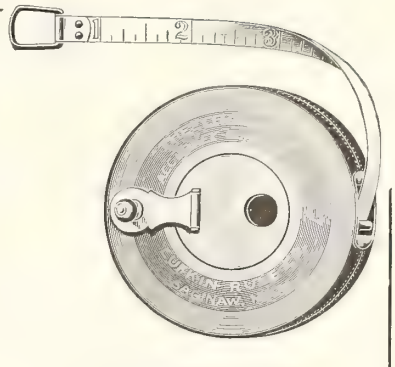
Only one Writing **The McCASKEY SYSTEM** *First and still the best*

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it anyone can keep accurate records of the goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired. The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit, preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire. You owe it to yourself to investigate the merits of the McCaskey proposition. A letter or postal card will bring you information without any obligation on your side to purchase. Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

Dominion Register Company, Limited, Toronto, Can.

Manufacturers of the famous "Surety" Non-Smut Duplicating and Triplicating and Single Carbon Pads in all varieties.

LUFKIN Measuring Tapes

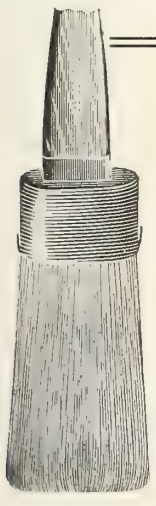


THE BEST SELLING LINE IN THE WORLD

The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE



"BRYAN'S BRUSHES"

It will pay you as a Hardware Dealer to stock this line. We manufacture a full assortment for all purposes and especially for

PAINTERS, DECORATORS AND FINISHERS

Order from your wholesale house or direct.

WESTERN REPRESENTATIVES
WINNIPEG PAINT & GLASS CO., Limited, Winnipeg and Edmonton
CALGARY PAINT & GLASS CO., Calgary, Alta.

SEND FOR 1911 CATALOGUE

THOMAS BRYAN, Limited,
LONDON, - - - CANADA

The Machine with the "Double Tank"

Most Durable, because it is built entirely of malleable iron and steel (others use tin and wood.)

Air Displacement, the greatest; because the pump is one-third larger than any other, giving it a much more powerful suction and a strong blow (other hand machines have no blower).

Easiest to Empty, because our exclusive **double tank** device for separating the dust from the air catches 95 per cent. of the dust in the bottom of the tank without screens, baffles or water. Only five per cent. is screened and that on the outside of one canvas-covered cylinder (others screen 100 per cent. of the dust in complicated screens, bags, etc.).

Easiest to Pump, because the screening device mentioned above offers but 5 per cent. resistance to the pump (others 100 per cent.)

Easiest to Carry, because it is light, compact and perfectly balanced.

The Automatic "Hand Power" Cleaner may be operated by one or two persons.

BEST BY TEST

"BLOWS" AS WELL AS "SUCKS"



Send Your Orders Early. Write for our Free Circular and Discounts

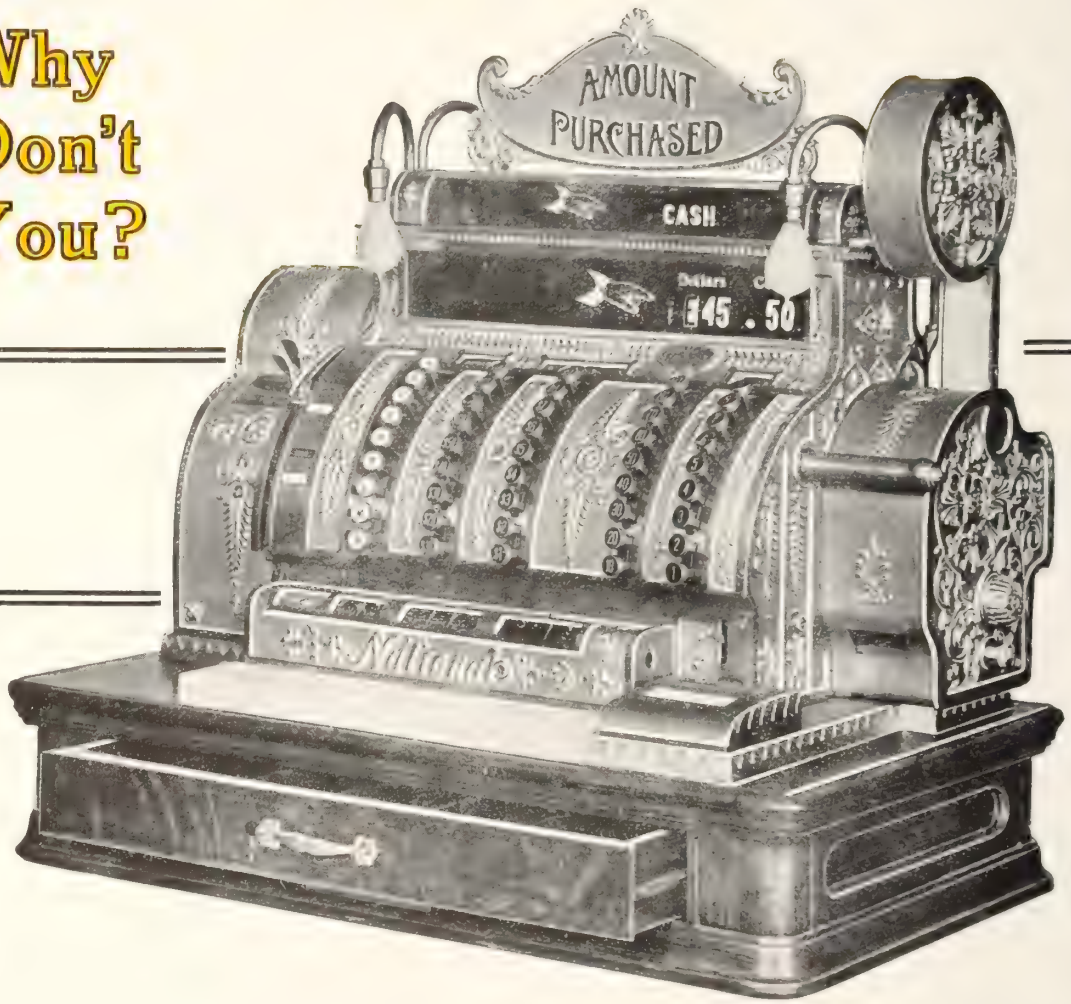
MANUFACTURED BY

ONWARD MFG. CO. - Berlin, Ont.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada.

Successful Merchants Put a Receipt in Every Parcel

Why Don't You?



National Cash Registers afford the quickest and best known method of recording every sale, and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

NATIONAL CASH REGISTER CO.

F. E. MUTTON,
Sales Manager for Canada.

285 Yonge St., Toronto

CANADIAN HARDWARE AND STOVE JOURNAL

MONTHLY $1.00 YEARLY

May, 1911 TORONTO Vol. 3. No. 5.

Can you say "Yes" when a Customer asks if you sell TOBIN GUNS?



HERE and there throughout Canada will be found districts wherein Tobin Guns lack dealer representation. That is in no instance our fault---it's because the dealers in those places haven't yet takenhold of our proposition.

In such districts the public are supplied with Tobin Guns direct, until such time as the local hardware merchant awakens to the opportunity he is allowing to pass him by.

Tobin Simplex Guns

But we *want* to do our business through the trade---we want a representative in every community for **Tobin Simplex Guns**.

We invariably *protect* the dealer---the consumers' price on every one of our guns is fixed, and allows the dealer a goodly margin.

Wherever we have a hardware merchant representing us, we send to him all enquiries and orders that come to us from his neighborhood.

The extensive magazine advertising we have arranged for will result in greatly increased demand for Tobin guns this year---and that demand will expand and extend as the merits of the Gun become known.

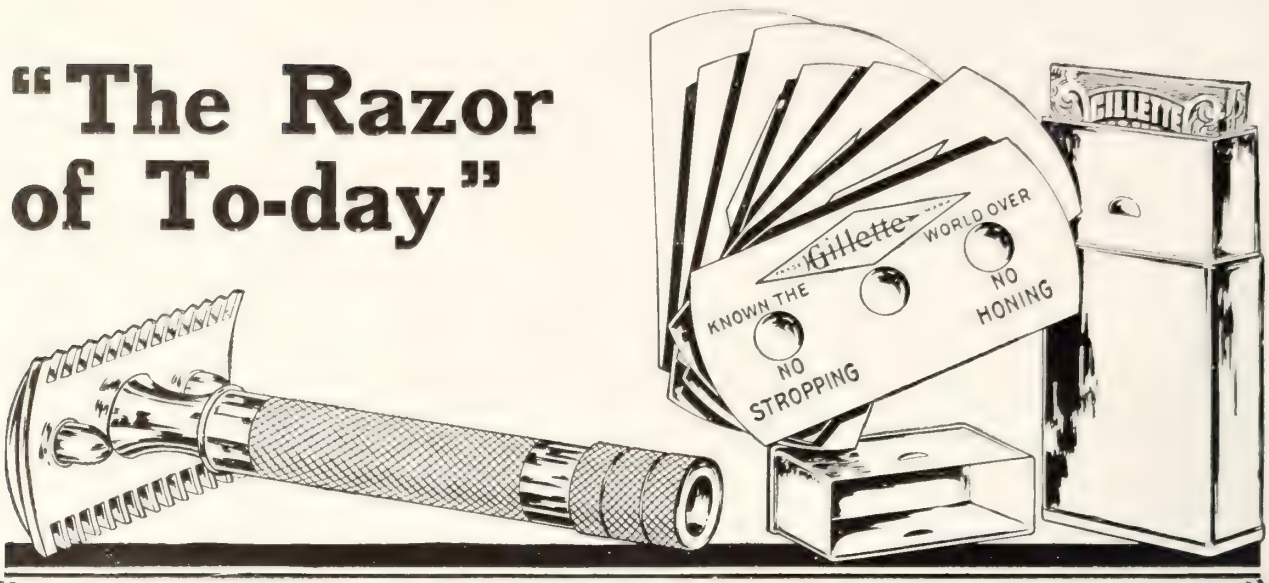
If you are not handling Shot Guns, you are losing a profitable source of revenue. If you do sell guns and haven't stocked our guns we will welcome the opportunity to explain where the Tobin article excels—why it pays the dealer to stock and feature it—wherein Tobin quality, backed up by Tobin advertising and the Tobin guarantee, is going to build up both sales and reputation for the merchants who handle these celebrated high grade guns.

Tobin Arms Manufacturing Co., Limited, Woodstock, Ont.

CANADIAN TRADE PRESS TORONTO CANADA

ONTARIO RH&SD ASSN

"The Razor of To-day"



The Mechanics of the Gillette

ARE YOU POSTED ON THEM?

The new GILLETTE advertisements now running in the newspapers and magazines lay particular stress on the mechanical features of "The Razor of To-day." Our aim is to show your customers exactly why GILLETTE blades are keenest—why they cut most smoothly, without gashing the face—and just how to use them to the best advantage.

The superior temper, rigidity of edge, adjustability and economy of the GILLETTE are explained in word and picture in a way that is striking and easily understood.

Men in your town and all around in the adjacent districts are reading these advertisements. They are getting interested in the GILLETTE as a razor that has distinct advantages from a mechanical point of view. They want to be shown—to have a chance to examine the razor themselves and verify the statement made in the advertisements.

Are you and your clerks ready to show them and make sales? If you have to confess that you cannot explain any feature that may come up—if you cannot correctly illustrate the "Angle Stroke"—don't kick at losing sales.

Get posted—and see that your clerks do the same. Read the GILLETTE advertisements—the cards we are sending you—the "Science of Shaving." Write us if there are any points not perfectly clear to you.

You'll not be wasting your time. Nobody ever did waste time on the GILLETTE

IT PAYS GOOD WAGES

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory, - - 63 St. Alexander Street, Montreal

Offices also in NEW YORK, CHICAGO, LONDON, ENG. and SHANGHAI, CHINA

Factories in Montreal, Boston, Leicester, Berlin and Paris

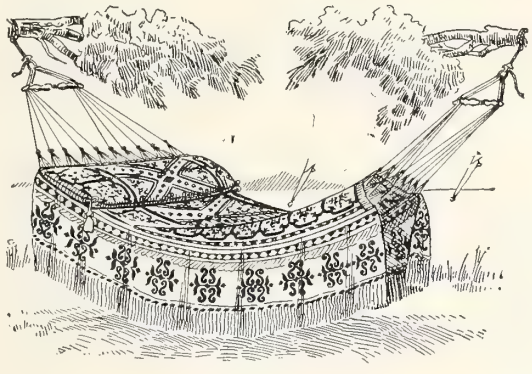
TRADE Gillette MARK
KNOWN THE WORLD OVER

Seasonable Sporting Goods
That are Profitable and Quick Sellers

WE have a most extensive and carefully selected showing of high grade sporting goods and solicit your enquiries for fuller particulars and prices.

Hammocks

Full line in exclusive patterns, close woven and jacquered weaves with valance. Full range of designs at all prices. We also carry **Folding Tables** and **Telescope Cot Beds.**

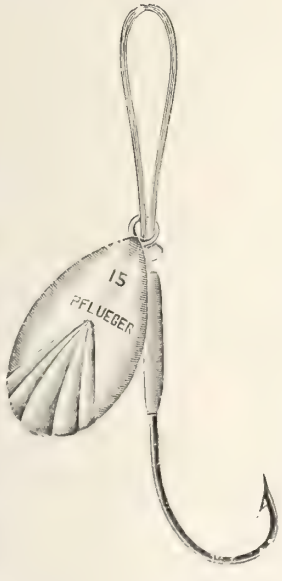


Canoes

Peterborough—Painted or varnished, basswood, 16 feet.
Chestnut—All cedar, canvas covered, enamel finish in red or green, with or without sponsons (air chambers). This canoe is ideal for family use.

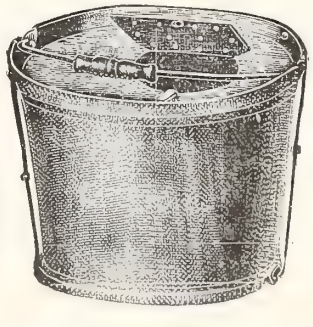
Lawn Tennis Goods and Lawn Bowls

RACQUETS---D. & M. brand, first quality, all weights and prices.
TENNIS NETS---Bound, double court size, in white cotton or tarred.
AYRE'S TENNIS BALLS---"Regulation" or "Championship."
LAWN BOWLS---Thomas Taylor's make, first and extra quality, in size 5 3/16 = 3 bias.



Fishing Tackle in Fine Variety

Most comprehensive and best selected stock in Canada, embracing **Steel Rods, Minnow Buckets, Nets, Wire and Glass Minnow Traps, Canvas Folding Minnow Buckets**, as illustrated, **and Canvas Folding Fish Creels, French Split Fishing Creels** in three sizes, **English and American made Silk Lines,** proofed and unproofed



Baits

All varieties---**Artificial Minnows, Wooden, Gutta Percha. Pearl and Silk, Snelled Hooks,** all qualities, from the ordinary to the finest manufactured.

RICE LEWIS & SON, Limited, TORONTO

SAMSON

READY ROOFING



Samson Ready Roofing will cover any steep or flat-roofed building and protect the contents from sun, rain, snow, wind and cold.

Made good enough to guarantee and warranted not to freeze or leak, not to tear or water-soak. The best possible roofing for all kinds of buildings, and the most economical. All we ask of any dealer is to give it a trial.

H. S. Howland, Sons & Co., Limited

We Ship Promptly.

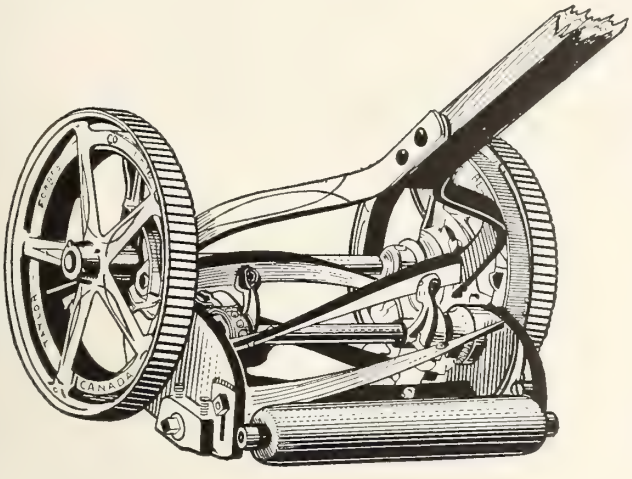
Wholesale Hardware

TORONTO

Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

Ask Yourself—Does It Pay?



to sell a cheap lawn mower. Of course, if your customer insists that the cheap grade is what he wants, let him have it. But remember, you get a bigger profit and a better profit on better grade lines, to say nothing of satisfaction to your customer.

These are the best lawn mowers :

"Empress" "Woodyatt" "Daisy"
"Star" "Philadelphia"
"Mayflower" and "Ontario"

If your jobber cannot supply you write us for catalogue and prices.

Taylor Forbes Co., 246 Craig St., Montreal.
H. G. Rogers, 53½ Dock St., St. John, N.B.
H. F. Moulden, Travelers' Bldg., Winnipeg, Man.
J. B. H. Rickaby, Victoria, B.C.
W. A. MacLennan, Vancouver, B.C.
Canadian United Mfrs. Agency, London, Eng.

TAYLOR - FORBES COMPANY Limited

Head Office and Works:
GUELPH - ONTARIO

Russwin Food Choppers **KENNEDY** **47-11 Razors**

Pocket Cutlery and Butcher Knives

THE main thing at this season of the year is to get the goods you order and get them quick. Try us on your next order.

The
KENNEDY HARDWARE COMPANY Limited
51-53-55 Colborne Street, TORONTO

"Besides Being Thorough, It's the Easiest to Work."

REGINA VACUUM CLEANER

Write Page Wire Fence Co., Limited, Walkerton, Ont. for special proposition.



Regina Hand Power Vacuum Cleaner

Really, Mr. Dealer, if you try the Regina for yourself and see how easy it is to run and how it gets **all the dust,** the first lady in your town to use a Regina will be your wife.

This picture shows the Regina Pneumatic Cleaner, Model "A" hand operated. It has two pumps, one at each end, so that a strong suction is created by both the backward and forward stroke of the lever. Every movement of this lever in EITHER direction draws a current of air forcibly through the nozzle. This produces continuous suction. The Regina is not working half its time and idle half its time. Dust and dirt, no matter how deeply seated, cannot resist this powerful, continuous suction. The dust can be quickly and easily removed without bother with bolts or screws, and without having to turn the machine upside down.

Then there is the Electrically Operated Regina Vacuum Cleaner.

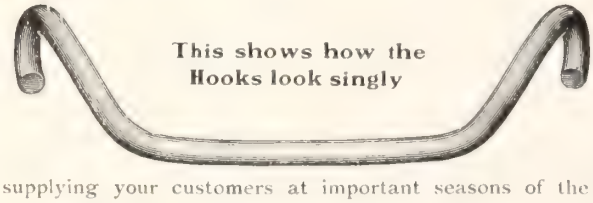
The Regina Model "B" Electric Cleaner embodies the principle of the double pump, containing two separate diaphragms or air pumps operated by a powerful electric motor. These pumps work at the rate of 2,400 impulses per minute—1,200 per minute for each pump. The pumps work alternately, the action of one follows instantly the action of the other. The result is a continuous suction of great power as contrasted with thei ntermittent suction obtained in cleaners using a single diaphragm.

The Regina is light, portable, simple, substantial, handsome in appearance, compact, reasonable in price and fully guaranteed.

While we are talking to you we want to mention PAGE GALVANIZED FENCE HOOKS

This is one of the handiest devices you can offer to your customers. Page Galvanized Fence Hooks are fine for fastening wooden pickets ¾ x 1¾, on wire fences. Page Galvanized Fence Hooks are perfectly made, so there is no waste, every hook ready to be used. We also supply tools for applying the Hooks.

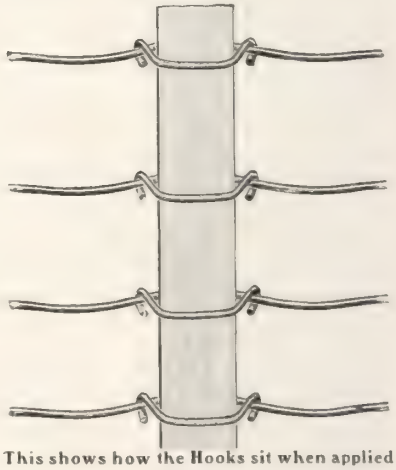
We can fit you out also with wire hooks, wire stays, and the necessary tools for applying same.



This shows how the Hooks look singly

Dealers can rely on prompt shipment of any of these Page goods. We are in a position to take care of your orders promptly, and this means much when you are supplying your customers at important seasons of the year.

For prices and proposition address:



This shows how the Hooks sit when applied

The Page Wire Fence Company, Limited

WALKERVILLE, ONT.

Branches: Toronto, Cor. King St. West and Atlantic Avenue; Montreal, 505-517 Notre Dame St. West; St. John, N.B.: 37 Duke Street.

A Dollar Talk
on
PAINT OIL STORAGE

You can increase your profit on paint oils from 10 to 20% by simply adopting the proper method of handling them.

If all the trouble, lost time and wasted oil were eliminated, it would mean considerable saving in profit, wouldn't it? Do you know how much?

Do you know how much of YOUR oil is soaked up in the floor?

Do you know how much of YOUR oil is congealed on the measures and funnels?

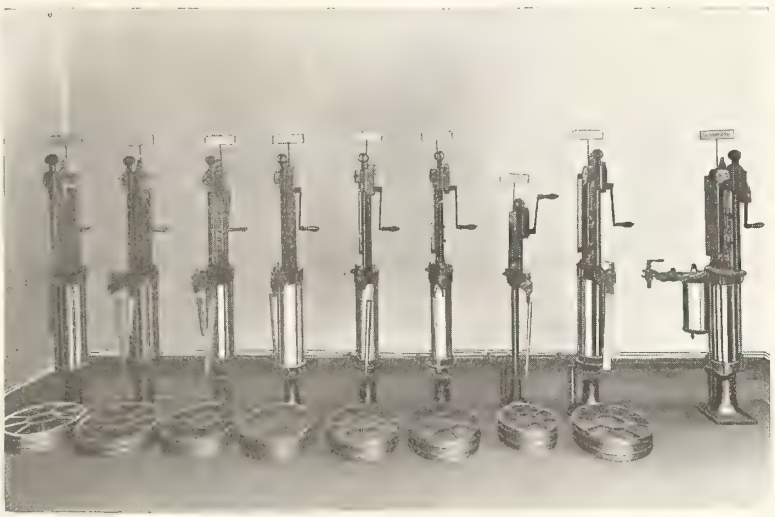
Do you know how much of YOUR oil is left in the barrel?

These are questions of vital importance to the retailer?

This cut is reproduced from a photograph of a Bowser system installed for

Peart Brothers
Regina, Sask.

Watch for our ad. in the next issue of this Journal. We will reproduce another installation.



This system handles

Kerosene
Raw and Boiled Oil
Turpentine
Machine Oil (2 kinds)
Floor Oil and Wood Alcohol

safely and successfully.

The Bowser Storage System

puts a stop to all losses of every kind in the oil department.

The tanks are air-tight and fire-proof. The pumps are self-measuring and discharge the oil directly into the customer's can without the use of **measures** or **funnels.** An automatic register counts the gallons pumped and the computer shows the amount to charge for same.

You can empty the barrels immediately into these steel tanks—draining them through the bung. No chance for absorption or leakage.

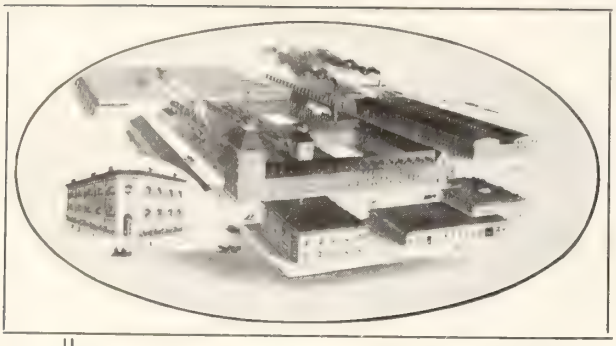
They insure every cent of profit. Can you afford to postpone the investigation?

The illustration shows an installation made for a live, up-to-date dealer, and he will tell you it is one of the best investments in his store.

It costs you nothing for information. Drop a card now for Book No. 5N.

S. F. BOWSER & CO., LIMITED

66-68 FRASER AVE., TORONTO, ONT.



During the Building Season

there is a Brisk Demand for Mason's Sand Screens and Hand Sieves. Why not recommend a high grade

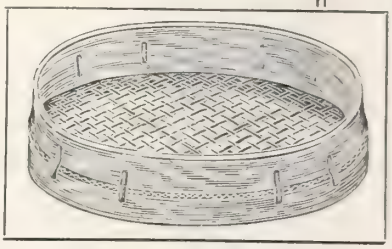
GREENING
Screen or Sieve

instead of a piece of Sand Screen Cloth?

It will last for years and give much greater satisfaction.

If your jobber can't supply you, write for quotations. Our prices are the lowest, quality considered, that you can get anywhere.

THE B. GREENING WIRE CO., LTD.
HAMILTON and MONTREAL



THIS TAG is attached **only** to Machines that embody **Everything** necessary or desirable in a **Clothes Wringer.**

It insures the wear of the rolls (the heart of any wringer).

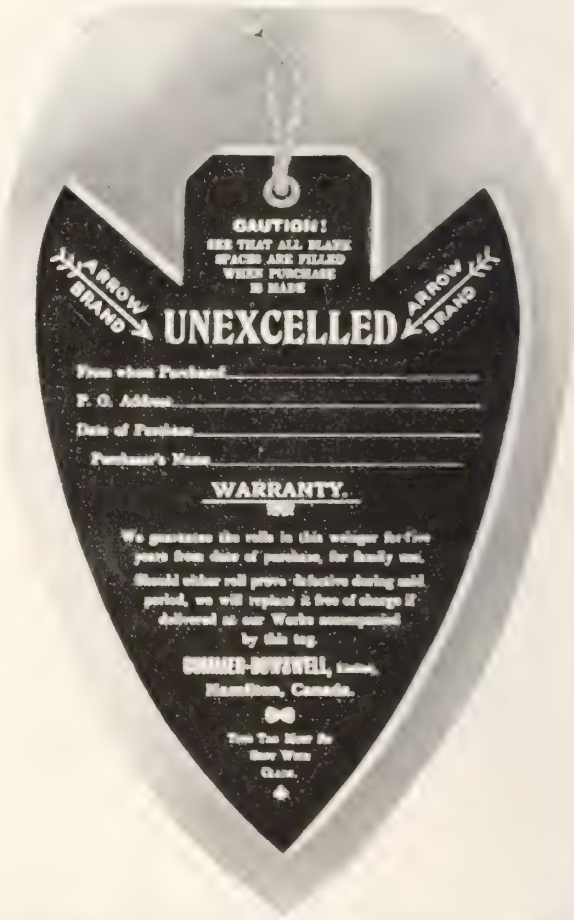
It makes them **easy to sell** because the user wants a machine her neighbors recommend and not an experiment.

The difference between

ARROW BRAND

and other makes is **over twenty-five years of knowing how.**

For sale at THE BUSY STORES



CUMMER-DOWSWELL, Ltd.
MAKERS
HAMILTON - ONT.

Eastern Agents:
W. L. Haldimand & Son
Montreal, Que.

Western Agent:
H. F. Moulden
Winnipeg, Man.

The Machine with the "Double Tank"

Most Durable, because it is built entirely of malleable iron and steel (others use tin and wood.)

Air Displacement, the greatest; because the pump is one-third larger than any other, giving it a much more powerful suction and a strong blow (other hand machines have no blower).

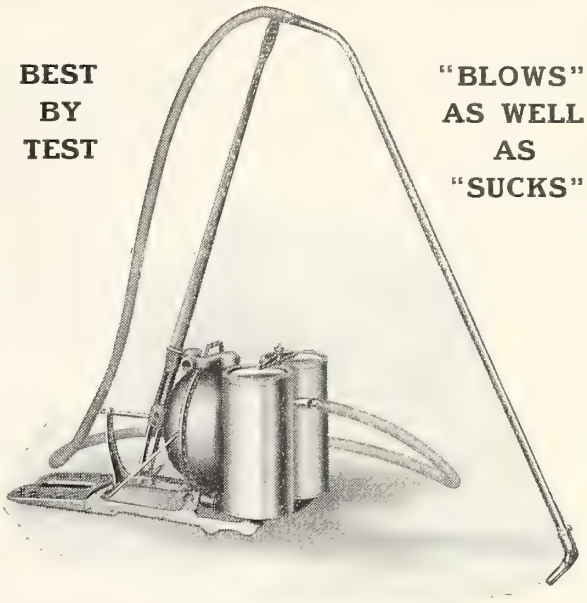
Easiest to Empty, because our exclusive **double tank** device for separating the dust from the air catches 95 per cent. of the dust in the bottom of the tank without screens, baffles or water. Only five per cent. is screened and that on the outside of one canvas-covered cylinder (others screen 100 per cent. of the dust in complicated screens, bags, etc.).

Easiest to Pump, because the screening device mentioned above offers but 5 per cent. resistance to the pump (others 100 per cent.)

Easiest to Carry, because it is light, compact and perfectly balanced.

The Automatic "Hand Power" Cleaner may be operated by one or two persons.

BEST BY TEST



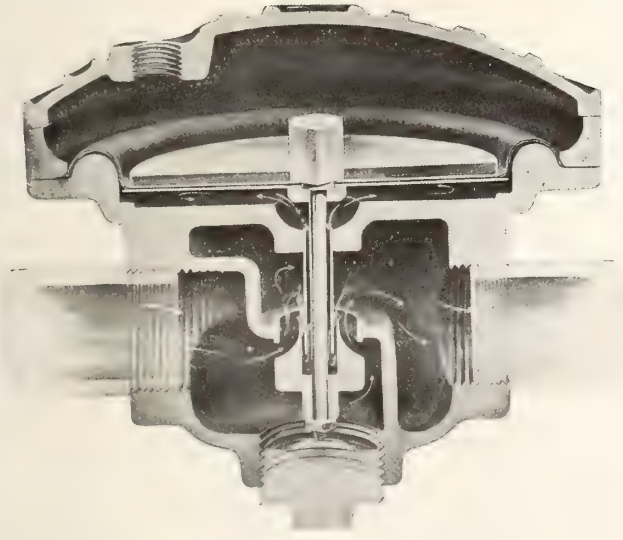
"BLOWS" AS WELL AS "SUCKS"

Send Your Orders Early. Write for our Free Circular and Discounts

MANUFACTURED BY

ONWARD MFG. CO. - Berlin, Ont.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada.



Your Customers Are Wasting Gas

You will get big profits and more business by selling the

"Perfect Gas Controller"

the greatest waste stopper on earth. .:. .:.

Toronto, March 10th, 1911.

Canadian Gas Users Association Toronto.

Gentlemen,—Your PERFECT GAS CONTROLLER is giving us every satisfaction. We are getting better light and lower gas bills. The saving last month was nearly FORTY PER CENT.

Yours truly, LLOYD BROS.

Per T. A. Lloyd.

WRITE FOR PRICES AND TERRITORY

Canadian Gas Users' Association 633-635 Queen St. W., TORONTO, CAN.

Eastern Representative: J. S. Mullan, 1749 Park Ave., Montreal



CANADIAN FACTORY - NIAGARA FALLS, ONT.

THE SMOKE GURNEY-OXFORD PIPE

"JIMSIE"—He Represented the firm

I HAD occasion frequently to call upon a certain firm, and every time I went I marvelled at the different quality of the office boy. He was a regular boy, was Jimsie—not an old man in a small package. His English was a bit Boweryesque, and on one occasion I noticed an indigo patch beneath one eye, that never came from turning away wrath with soft answers. But he was a jewel of a boy just the same.

The moment a visitor entered the office he got attention from Jimsie. If there was waiting to be done, he was tendered a seat and a newspaper, and a word to the effect that "Mr. Smith'll be wit ye in half a minute." And if Mr. Smith's half a minute was a little prolonged, Jimsie would apparently investigate and return, saying, "Mr. Smith'll see you pretty quick now."

All day long Jimsie would hover about the visitors in the outer office as though they were his heaven-sent charge, lowering the blind to keep the sun off an old lady caller, fetching a glass of ice water for a crotchety old man. I really believe that however violent a grievance a caller may have nursed, if he remained long enough under the soothing, conciliatory influence of Jimsie before registering his complaint, he would have forgot what he came to kick about.

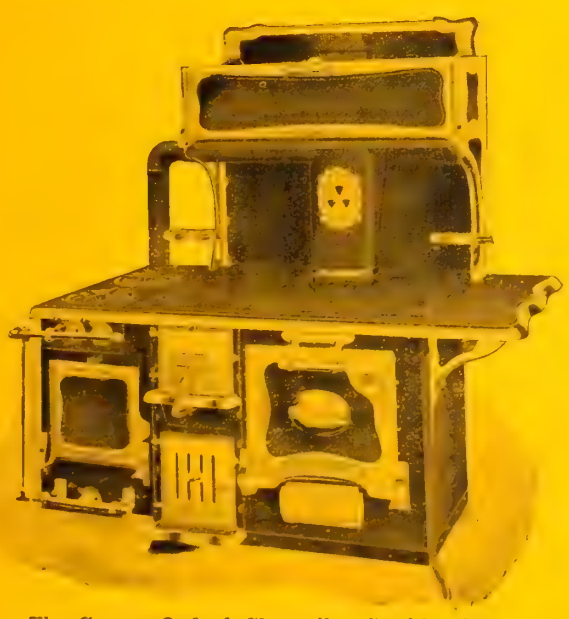
Never once did I see Jimsie drop his respectful mien, never once did he seem to forget the serious importance of his duties. I chanced to go there near the close of a hot afternoon, and as my wait was long I noticed that Jimsie had been bombarded with an assault of fool questions that would have rasped the patience of a saint, but he remained unruffled. Finally, I asked him:

"Jimsie, how in the name of all patience can you refrain from showing in some way that you consider them Darwinian dough-heads?"

Jimsie only smiled, and said: "It'd be bad business for me to go off me nut, because ye see I represents de firm." And he meant it. His little soul was as earnest as his words.

Right then and there I stopped to wonder how many of us are equally conscientious—how many of us stop to repress our tempers, to possess our souls in patience, to govern every little action with that thought in view, that whatever we do, we continually "represent the firm."

It isn't all that a salesman go out and take the required number of orders to keep him off the firing line. It isn't all that we say "good morning" to a customer who comes into our place of business, and thank him when he has bought. We've a never-ending responsibility that's even more than a man to man square deal with our employer—a faith to keep with the house whose name we carry on our business card. "The house" is your house as long as you're on its payroll. Boost for it—in your actions as well as your words. And that's the way to feel towards the house that delivers the pay cheque. Nobody on this side of the River Jordan ever had an ideal job. No house was ever perfect. But it's your house as long as you're with it. Represent the firm. —From "Agricultural Advertising."



The Gurney-Oxford Chancellor Combination.



The Gurney-Oxford Ornate Chancellor.

THE SMOKE GURNEY-OXFORD PIPE

Is the Mail Order Business Gaining Ground in Your Town?

IT'S not remarkable that they get the stove business in some towns. They put out attractive catalogues, follow them up with effective printed matter, and advertise heavily. Some of them say, "Money back if not satisfied." Their prices, too, look attractive. If the local hardwareman is one of those fellows who "keeps" stoves instead of selling them—keeps them with the nickle dull; keeps them covered with a miscellaneous litter of hardware; keeps them in such shape that mail order cuts look like better "buys" than the stoves shown locally; then it's not remarkable that the cashier of the Stove Department, Mail Orders, Limited, has lots to do.

The mail order man **can't sell stoves in some towns.** When a woman buys a stove, she likes a local man's guarantee that it will bake—the printed word isn't so convincing—and how much easier it is to sell a high grade, tasty, featureful range, that the woman **sees** will fit her kitchen, than to get an order with only a cut to sell from!

We, at the office of the Gurney Foundry Co., Limited, want **second orders** more than **sample orders,** and so we have this year concentrated nearly all of our sales and advertising expenditure—many thousands of dollars—on the proposition that the retailer, properly helped, can **corral his home trade, and hang on to it!**



The Chancellor, with left hand reservoir and warming closet.



The Chancellor, with right hand reservoir and warming closet.

THE SMOKE GURNEY-OXFORD PIPE

You Can Corral That Trade And Keep It!

EVERY live, up-and-coming man, every dealer whose office is painted a ginger color, can get big business—can keep big business from leaving his **home town** this year of 1911. The newest, most radical, and most effective business getting methods ever offered a Canadian retailer are yours gratis, for a postcard request. The plan is too comprehensive to outline here. It's in a book, though, we have just published—a book just crammed with oodles of new, different, better methods, all woven into a scheme that you need and will want. This plan will put new accounts on your ledger, new forcefulness into your business machine, Mr. Dealer.

We'll be ready with the book at the Toronto office on May 15th—Branch house offices will have the plan a day or two later—but get your request in **now.**

Apart from co-operation—just on the merits of the line—look at the variety offered by the steel range line illustrated on these four pages—just one little division of the **Gurney-Oxford** line.

Realize, too, that one set of fire box repairs will fit any one of the first six styles or sizes illustrated.

You'll see new possibilities for 1911 when you look over the line complete and read that new book on the different ways of getting stove business.



The Chancellor, Square.



The Quick Meal.

THE SMOKE GURNEY-OXFORD PIPE

To Live Hardware Men in Gas Towns!

Here is some splendid gas stove copy for your local advertising. Should you decide to use these, it is better to run each copy complete, although parts can be used to good advantage if the space you are using is limited. **THIS KIND OF AD. WILL MAKE PEOPLE WANT A GAS RANGE, AND WILL SEND THEM TO YOUR STORE TO FILL THE NEED.**

COOLNESS IN THE FAMILY.

Coolness and comfort, with a GURNEY-OXFORD Gas Range! Comfort for all the family—from father, whose dinners can be piping hot in the warmest weather, to baby whose bottle is heated in a jiffy—everybody finds life easy when the kitchen is supplied with a

GURNEY-OXFORD GAS RANGE.

There are no worries incident to "keeping fire." The kitchen is cool, with flames that act directly upon the pot or kettle boiling, and only while it boils, thus saving useless expenditure of fuel and the superheating of the kitchen. The perfect construction insures correct air supply with least consumption of gas, and the latest expert oven mechanism provides for even, steady baking.

IRONING IS EASY!

This is a happy feature of the Gurney-Oxford Gas Range. The irons heat easily and quickly, with minimum waste of radiation.

In ease of operation and reliability of service, in gas economy and perfection of outward show, the Gurney-Oxford Gas Range is unequalled.

Please call and see the line.

(YOUR FIRM NAME.)

ONE MATCH STARTS THE FIRE.

No kindling, no bother, no "sawbuck stunts," no dependence on the coal man or the woodpile—just a match, turn a valve, and put the kettle on.

A GURNEY-OXFORD GAS RANGE is the essence of kitchen comfort—especially in summer. Not an extra degree of heat; just enough to boil or bake, and all in a comfortable kitchen. When you own a GURNEY-OXFORD Gas Range it is easy to **keep the cook.** She doesn't mind the preparation of hot dinners, because the kitchen is cool and she is saved the range fire and accompanying labor.

THE GURNEY-OXFORD is constructed with a view to greatest efficiency with least consumption of gas. The air supply is perfectly regulated. There are no jerks or blowing by this perfect method combustion.

GURNEY-OXFORD ranges are the latest and most efficient development of the gas appliances. They are built of tested materials, by skilled workmen, according to the latest and most expert specifications. Roasting and baking, as well as broiling and boiling, can be effectively done; the oven as well as top of the GURNEY-OXFORD cooks with absolute accuracy. It also insures economy of fuel, ease of operation and comfort in service. All these, with attractive appearance, make a GURNEY-OXFORD Range a necessity in any well-equipped kitchen.

You are invited to call at our store and inspect the line, complete in styles and sizes.

(YOUR FIRM NAME.)

SUMMER BECOMING COOLER.

Last summer was the coolest on record for hundreds of Toronto families, because they gave up the all-day kitchen fire and installed a Gurney-Oxford Gas Stove.

This summer will be the coolest on record for hundreds more.

No home can be comfortable during hot weather with a fire in the house half the time—making the day unbearable, and so saturating the air, walls and ceiling with heat that they never have a chance to cool off.

Make your kitchen and home more livable this summer with a

GURNEY-OXFORD GAS RANGE.

You will find it cheaper too. It only uses fuel when you are actually cooking, and even then our specially constructed burner consumes mostly air.

You can buy one of these modern ranges at a surprisingly low price.

(Insert price.)

Step in to-day and see the many economical and superior features of our stoves.

(YOUR FIRM NAME.)

Upon request our advertising department will be pleased to furnish you with layouts, and necessary cuts, for any or all of the above ads.

THE GURNEY FOUNDRY COMPANY, LIMITED



The Golden Nugget.

500 King St. West, - Toronto.

Gurney-Massey Co., Ltd.,
MONTREAL.

Gurney North-West Foundry Co., Limited,
WINNIPEG.

Gurney Foundry Co., Limited,
CALGARY.

Gurney Foundry Co., Limited,
VANCOUVER.



The Nugget.

A Happy Suggestion for June Weddings

Give the Bride a Kitchen Shower

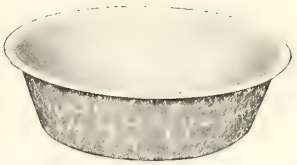
Our Diamond Enamel Ware is Always Attractive in a New Home



DEEP PIE PLATE



PRESERVING KETTLE



ROUND PUDDING PAN



TEA POT



DISH PAN



TEA KETTLE

CLEAN USEFUL PROFITABLE



PRICES ON APPLICATION

MANUFACTURED BY

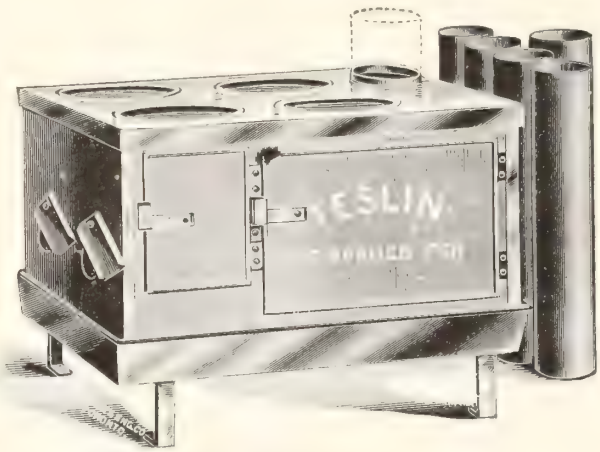
The Sheet Metal Products Co., of Canada, Limited

Successors to Kemp Manufacturing Company

MONTREAL **Toronto** WINNIPEG

Campers' Supplies

NOW is the season to prepare for Campers' Supplies. We show below a few lines of Camp Stoves, but we would like to send you our Camp Supply Catalogue which shows several lines of Camp Stoves and other accessories.



FLAT SHEET STEEL BUILT UP

THE "TESLIN" CAMP STOVE

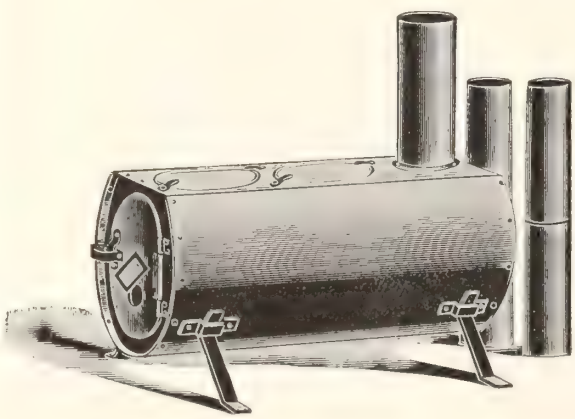
The Teslin will be found a very satisfactory stove for camp purposes. It is strong and durable and packs compact for shipping.



KNOCKED DOWN

STEEL B.C. CAMP STOVE

This camp stove is made entirely of steel and has four strong removable legs. It is specially constructed for heavy work and is a strong leader.



"SURVEYOR" CAMP STOVE

is also made of heavy sheet steel and is much used for surveyors' purposes, as the name indicates.



The camp supply business, aside from being profitable in itself is a good stepping stone to increased business.

McCLARY'S

LONDON VANCOUVER CALGARY TORONTO SASKATOON
ST. JOHN, N.B. MONTREAL WINNIPEG HAMILTON

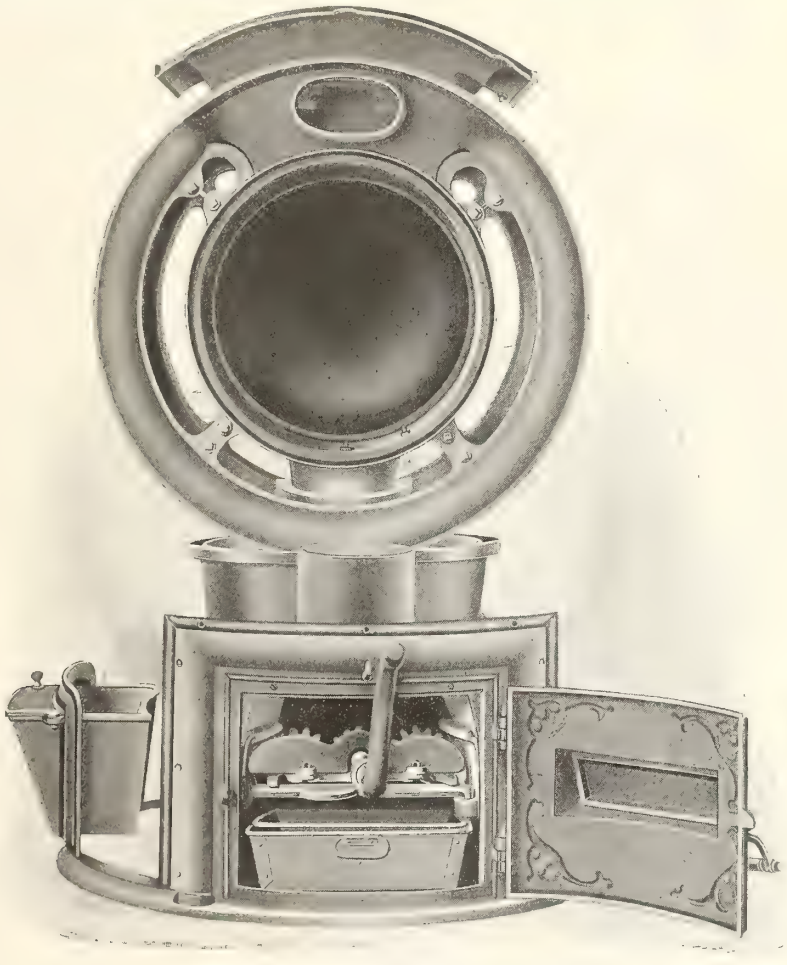
"JEWEL" FURNACE New Pattern. Two Sizes, Nos. 21 and 23

A Special Low Furnace

Different in shape and proportion from our other Furnaces, being specially constructed to surmount the difficulty of obtaining a sufficient pitch to the Warm Air Pipes in buildings with **LOW CELLARS.**

When flat top is used the No. 21 Furnace, cased, will not exceed 4 feet in height.

Diameter of Fire Pot--No. 21, 19 in. ; No. 23, 22 in. Feed Door Opening, 13 x 13 in.



All our Furnaces are constructed on Correct Scientific Principles, and are mounted and fitted with the greatest care, under the direction of skilled and experienced men.

OUR FURNACES GIVE SATISFACTION AND STAND THE TEST

This cut shows the construction of the Furnace.
The part of Furnace above Fire Pot is tilted on its side in order to show Combustion Chamber and Radiator.

The Fire Chamber is of of ample dimensions and the **Feed Door** measures 13 x 13 inches.
The Radiator is made of heavy steel plate and surrounds the Fire Chamber, except at Feed Door.
The Fire Pot is made of heavy Cast Iron in two sections, upper and lower. This construction prevents the cracking of Fire Pot by unequal expansion and contraction of the iron. The Fire Pot of No. 21 is plain. The Fire Pot of No. 23 is flanged and has therefore a much greater radiating surface. The two sections of Fire Pot are attached by deep **Cup Joint** packed with asbestos cement. All other joints in Furnace are similarly constructed and a **Jewel** Furnace properly set is **ABSOLUTELY GAS TIGHT.**
The Water Pan is inserted through the outer casing near the base of the Fire Pot. When the pan is kept full the evaporation of water ensures ample humidity at all times.
Notice the **Dust Flue** in front of the Fire Pot, Connecting Ash Pit with Fire Chamber. Through this flue all dust is carried off when cleaning out ashes or using poker or shaker.
No. 21 Furnace has a heating capacity of 15,000 feet. **No. 23 Furnace** has a heating capacity of 25,000 feet.
This is the latest addition to a very large line of **WARM AIR FURNACES.** **Manufactured by**

THE BURROW, STEWART & MILNE CO., LIMITED

Established 1864

Head Office and Factory at HAMILTON, ONT. Branches at Toronto, Montreal and Winnipeg

Western customers will please address The Burrow, Stewart & Milne Co., 130 James Ave., Winnipeg.

A Single Winter Season

has served to demonstrate most conclusively to every user of a

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

that the properly humidified heat which our Circle Waterpan affords undoubtedly favors



HEALTH, COMFORT and ECONOMY

From this time on the furnace purchaser is going to insist on humidified heated air, and in the face of his convictions and your own on this point, are you going to argue with him that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we will have two complete lines of circle waterpan furnaces. We also make the neatest and cheapest line of side wall registers in the market, and a new side wall cold air base plate of same design as the registers.

Write us NOW for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

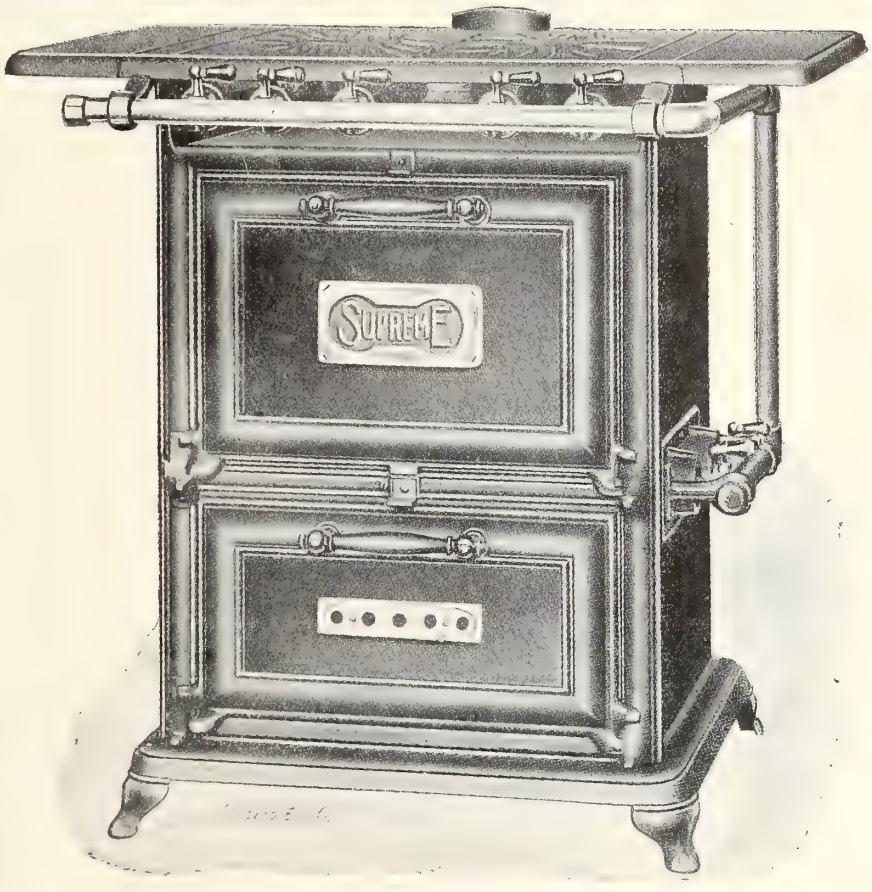
Western Warehouse:—156 Lombard Street, Winnipeg, Man.

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. Wood, Vallance Hardware Co. Nelson, B.C. Ross Bros., Limited Edmonton, Alta.

SUPREME GAS RANGES

New and Up-to-date

For Natural and Artificial Gas with 16 inch and 18 inch Ovens.



Standard Double Oven Type.

A Few Distinctive Features.

Unique design throughout with extra large top and wide shelves which fit either side and the same shelf fits either the 16 inch or 18 inch oven Range.

The base, top, front and doors are cast iron ; the body, 24 gauge steel, making the Range strong and rigid.

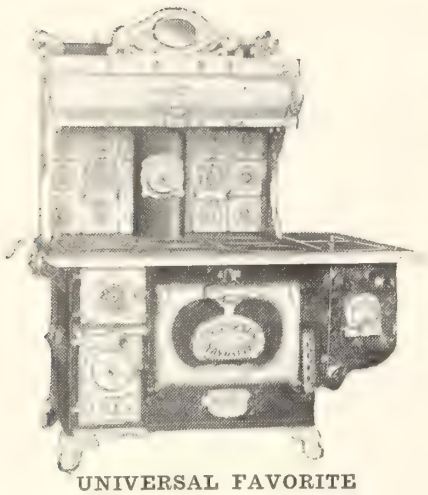
The burners are of the improved star-drilled type, with the mixer ends, cast to the burner proper. The mixers are so constructed to insure a perfect mixture of gas and air, thereby making a perfect combustion and reducing the consumption of gas to a minimum.

Oven and broiler doors are spring balanced and provided with safety spring catches which are easily released by pressure from within, eliminating the possibility of explosions.

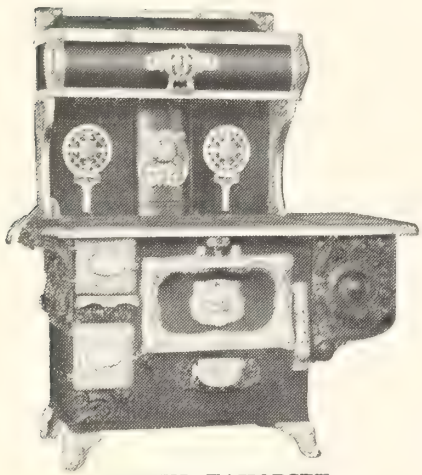
For further information and prices write

The Supreme Heating Company, Limited

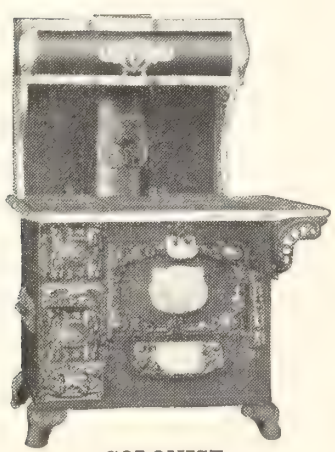
WELLAND - - CANADA



UNIVERSAL FAVORITE
18 and 20-Inch Ovens.



CROWN FAVORITE
16 and 18-Inch Ovens



COLONIST
16 and 18-Inch Ovens

To the Trade:

We desire to call your attention to our large and varied line of Steel Ranges.

THE UNIVERSAL FAVORITE is our leader and is distinctly in a class by itself. The Dealers who buy them, the People who use them, our competitors who see them, all admit that The Universal Favorite is Canada's greatest Steel Range.

THE CAPITAL FAVORITE is a medium priced Range, substantially built, a great business getter, and very popular with the trade.

THE CROWN FAVORITE is a Six Hole Range. It looks well, it works well and is the kind to have on your floor to meet competition.

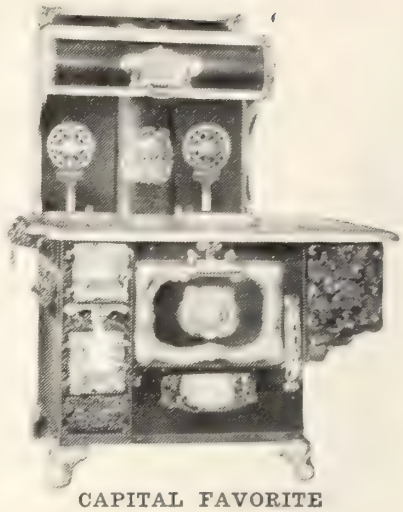
THE COLONIST is a Six Hole Range and shows up big for the money. This Range will enable you to meet the competition of Catalogue Houses and at the same time net you a fair profit.

THE GLEANER is a Four Hole Steel Cook fitted with Flat or Duplex Grates and the price for which it is sold is practically giving it away.

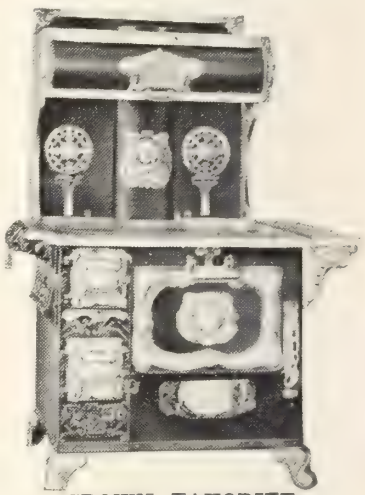
We make the statement, without boasting or fear of contradiction, that we make the smoothest and best fitted Stoves and Ranges made in Canada. The same careful attention is given to the construction of all our goods whether they be cheap or high class.



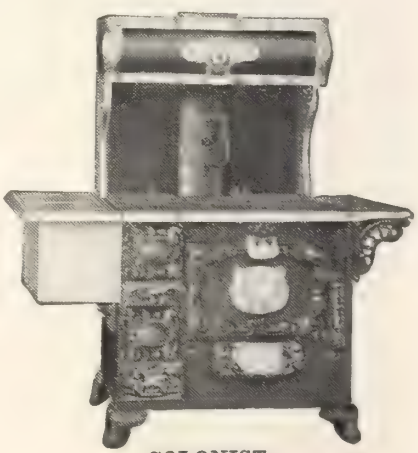
GLEANER. 14 and 16-Inch Ovens.



CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CROWN FAVORITE
16 and 18-Inch Ovens



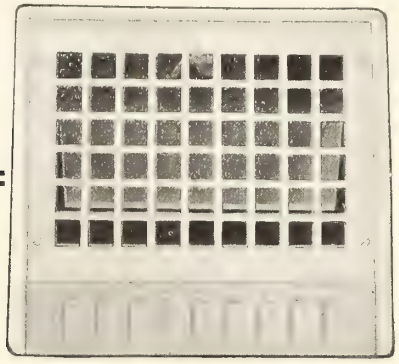
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FINDLAY BROS. CO., LIMITED

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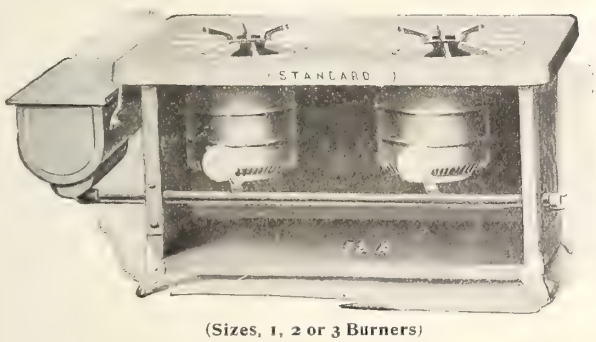
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Send for Descriptive Circular.

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"Standard" Wickless Blue Flame Oil Cook Stoves

Made on the "Gravity Feed" Principle

Simple in Construction and easy to operate For Economy they are beyond comparison.

One gallon of common coal oil or kerosene will furnish fuel for a single wickless burner for twenty hours constant fire.



Buckeye Junior Gasolene Stoves

"Examined and tested by the Underwriters, Laboratories and listed by the consulting engineers of the National Board of Fire Underwriters," The simplest, safest and best for gasolene.

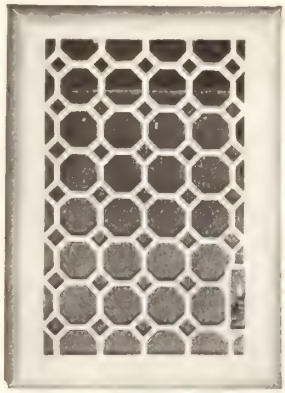
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All Known Sizes **REGISTERS** Shapes and Finishes

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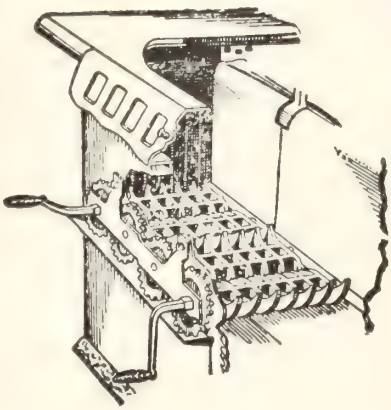
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CHAMPION RANGE

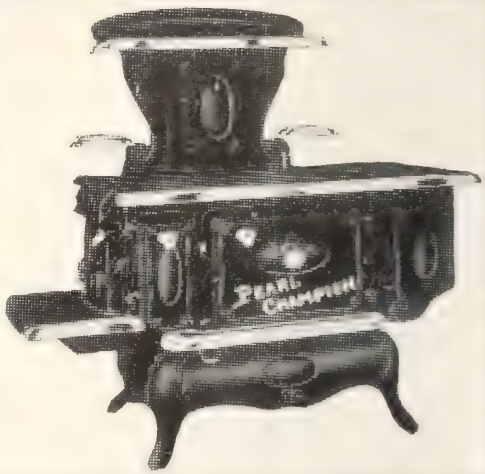
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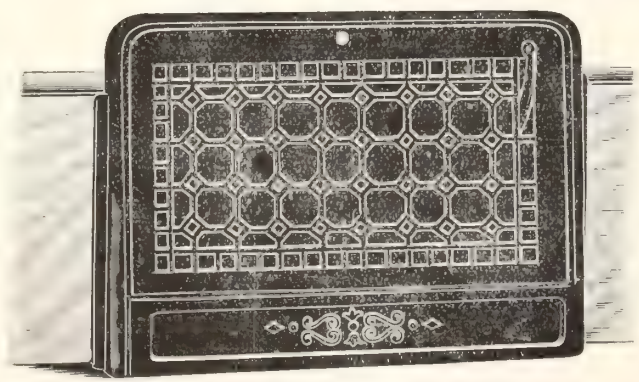
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Canadian Heating & Ventilating Co. Limited

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MOORISH DESIGN CAST REGISTER
Made in full sizes from 7 x 10 to 12 x 15.



EMPIRE SPECIAL
New design, made in 8 x 10 and 8 x 12 sizes

OUR "EMPIRE SPECIAL"

is an especially neat and attractive new design, and meets the demand for a register with a larger opening. Is a sure winner, and sells at a moderate price. Ask us for particulars. Manufactured by us at

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COPP'S STOVES AND RANGES



COPP'S SILVER QUEEN

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We are adding several improvements for 1911—lift front key plate, sliding direct draft damper, enlarged fire box and ash pit. It is also fitted with our patent low closet.

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Quality is Economy

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PEASE

Furnaces and Boilers

are constructed from the best of materials only.
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TORONTO WINNIPEG

Western Representatives, Pease-Waldon Company, Limited, Winnipeg

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, MAY, 1911 — NUMBER FIVE

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor
GEO. H. HONSBERGER - Business Manager

Subscription, - - One Dollar per Year

Booking Stoves Early

Warned by last year's experience retailers in all parts of Canada are placing orders for stoves and ranges much earlier than for several years past. Wisdom is shown in this, as nothing is so annoying as to have a customer and not be able to make a sale. When solicited for an order for ranges last month, an Edmonton hardwareman said: "Why you weren't able to fill my order last year." "Because you failed to take my advice given in the spring to book your order early," was the reply. That the advice was heeded this year is evidenced by specifications for three carloads forwarded within a week.

As most of us know, the demand for stoves and ranges last year was so great that the dealers who left off buying until late in the summer, found considerable difficulty in getting delivery of their orders. Then the early winter cleaned up the small stocks remaining in retailers' hands. So the 1911 season opens with a bigger demand than ever in sight.

Take the Hardware and Stove Journal's advice and book early.

Resale Stove Prices

Stove manufacturers are the latest to fall in line with the movement for resale prices, which was endorsed by resolution at the recent convention of the Ontario Retail Hardware and Stove Dealers' Association. The McClary Manufacturing Co. have taken the initiative by adopting a resale price of $50 on their "Pandora" range, this being the minimum price dealers will be allowed to sell at anywhere in Ontario in future. Higher prices may be asked if desired, but the price named allows a fair profit, while making it harder for price cutting to continue.

Retailers should look with favor upon this latest effort towards price maintenance. While the influence of the Retail Hardware Association has made a noticeable improvement in the relations existing between retailers, there are still many who hold the idea that they can "run their own business" and cut prices whenever they want to. Consequently, anything that manufacturers do to help in putting a damper on price cutting should merit the hearty approval and receive the support of all retailers.

Annoying Revolver Legislation

The new "Offensive Weapons Act" is undoubtedly a well-meant attempt to curb a dangerous and lawless element amongst our foreign-speaking population. Hardware men generally will approve any practical effort to lessen the tendency to crime amongst this class of population.

The new law, however, is an impractical bit of legislation which was drafted in a law office, without consulting any of the merchants whose interests it affects. It, in the opinion of many retailers, is impossible of enforcement, especially in New Ontario, where every prospector must carry a handy weapon as a means of defence and food-getting.

The new law lays heavy burdens upon the Ontario hardwaremen who have stocks of revolvers in hand, while distinctly favoring mail order houses operating outside the Province, they being able to deliver to Ontario purchasers, by mail or express, without penalty upon either buyer or seller.

The Ontario Retail Hardware Association has very properly taken the matter up with the Attorney-General Foy, two important requests being made, one that the present law be not enforced except in the case of foreigners, until it is made workable by amendment, and second, that the representatives of the trade affected be consulted with before further legislation of a similar nature is put upon the statute books.

Afraid of Their Shadow

Some jobbers and retailers seem to be so afraid of their shadow that they stand still while their more progressive competitors push their trade into new quarters, with a consequent increase in profits. At the retail hardware convention at Peterboro, a Northern Ontario hardwareman was telling an exhibitor that his gun was too high priced to sell to his customers, and to bear witness to his belief he asked a Cobalt hardwareman standing by to verify his statement. "No, I don't agree with you," was the reply, "I sold five Tobin guns last year, and on one occasion I had three customers for the only gun I had in stock. It's a delusion to believe that we can't sell quality goods if we try."

There are many jobbers like the retailer first referred to. Instead of being progressive and encouraging their salesmen to try and sell quality goods, the buyers act on the belief that their customers cannot sell anything but cheap goods. So the buyers import low price lines and decline to stock better lines made in Canada. Then the travelers follow the buyer's cue and push the goods in stock because they have the virtue of being cheap.

A recent example showing lack of progressiveness on the part of the jobber is told by a Canadian manufacturer, who sent his representative into one district and gathered together a number of orders amounting to about $1,200 worth, of the goods in his line and turned them over to the jobber. The jobber gave him a stock order for about $1,400 worth of goods. These orders were sent by the representative to his factory. When shipment of the whole was made to the jobber, he claimed that his order for $1,400 was intended to cover the whole transaction. In other words that $200 of stock was all he cared to carry to cover additional business to follow on the line.

Jobbers who are merely distributors are not performing their real function. Unless they help their retail customers by introducing new goods and make it possible for them to compete with the catalogue houses, they are failing to do their duty. And if they fail in this they only hasten the day when the jobber as a distributor will be considered in the same light as the fifth wheel to a waggon.

The question is one which must be solved by the jobbers themselves, and a frank discussion cannot but benefit all concerned.

Trade Mark Insurance

Both retailers and consumers are recognizing more and more that it pays to give preference to the products of manufacturers and jobbers who "trade mark" or "brand" the lines they market. A manufacturer who adopts a trade mark and spends money to advertise it, shows his faith in the merit of his line, and backs it up by guaranteeing its quality to purchasers.

Take ready mixed paint as an example. The cost of linseed oil and other paint materials may advance, but the manufacturers dare not tamper with the quality of their product. Once a standard is set it must be maintained, or the hundreds of thousands of dollars invested in advertising will be lost to them. On more than one occasion paint manufacturers have suffered loss of profits rather than advance prices or lower the quality of their paints.

And the same argument applies to other hardware articles from safety razors to kitchen ranges. By advertising his article, and applying a trade mark to it, the manufacturer guarantees its quality.

There is no guarantee on a non-advertised line. The manufacturer who, for instance, makes stoves to sell to the consumers direct need not maintain quality. His object is to make **first** sales, not **repeat** sales.

Retailers who value their reputation will push the sale of well-advertised goods. If manufacturers show lack of faith in their products by failing to advertise or trade mark them, it is a safe bet that the articles are such that the retailer cannot back them up with his guarantee when they pass out of his store into the possession of a customer whose trade the retailer desires to hold.

Imposing on Jobbers

Looking through the shipping room of a wholesale hardware warehouse a few days ago, the editor of the Journal was surprised to see the number of "enclosures" on the floor awaiting shipment with goods ordered from the wholesaler. Boxes of paint and cans of turpentine, bundles of tinware, stove repairs, rubber goods, express and toy wagons; packages of horsenails, etc., were included in the assortment which the shipper had to keep his eye upon in order that no omissions would be made.

Inquiries disclosed the fact that the enclosure habit is being overworked by some retailers, and that jobbers will have to take action if retailers abuse the privileges extended to them. For instance, one shipment going out was made up of a box and a parcel of hardware from the jobber, there being eleven boxes, bundles and parcels of tinware, paints, toy barrows, etc., several of the enclosures being of articles which are stocked in the jobber's warehouse. Another shipment had an enclosure of 620 pounds of paint.

While the jobber's purpose in business life is to function as an "assembler of goods," he can hardly be expected to extend his sphere of activity into being a shipping agent or clearing house for manufacturers who sell to retailers. If he extends courtesies to customers by allowing them to include occasional "enclosures," in order to save freight customers should, in the interests of themselves and their fellow retailers, see that the courtesy is not abused.

Prompt shipments are one of the greatest conveniences retailers can have in these days of "small purchases and quick turnovers." Yet, one of the greatest obstacles to prompt shipments is this enclosure problem. A frequent cause of delayed shipments and overtime work in the warehouses is the loading up of delivery wagons with shipments with enclosures, other packages having to wait their turn. Naturally, shippers like to get rid of the "enclosures" that litter their floors, but, if preference were given to shipments without enclosures, the considerate retailers would not have to suffer for the selfishness of the inconsiderate ones.

What Trade Associations are Doing

ONTARIO EXECUTIVE MEETING AT GUELPH.

The Executive Committee of the Ontario Retail Hardware and Stove Dealers' Association met at Guelph on Easter Monday, all the members being present except Treasurer Caslor, and Messrs. Magladery and Blackmore, who were detained by illness and business engagements. D. Brocklebank, Arthur, Chairman of the Mutual Insurance Company, and Mr. Wright, insurance expert, were also present, holding a conference in the morning and meeting the Executive in the afternoon.

Prior to the morning meeting the Executive members visited the city hall, and, after being assured by the Mayor that the civic officials would do everything in their power to make the 1912 convention a success, the party was escorted over the City Hall, Winter Fair Building and Armouries by Publicity Commissioner McDonald, the general opinion being that the best arrangement would be to establish the Association officers in the Council Chamber, to hold the meetings in the City Hall, and to hold the exhibition on the second floor of the Winter Fair Building, which is an exten-



Where the Ontario Convention will be held next February.

sion of the City Hall. One large L-shaped room about 250 x 30 feet, with a smaller room adjoining, seemed to offer plenty of space for exhibits, while the Armouries were considered too small. The Winter Fair Building is well lighted and heated, is fitted with a power elevator, and has every convenience for the receiving and shipment of freight, being on the G.T.R. tracks in the very centre of the city. The building is not so well suited for a band concert as the Armouries at Peterboro, but for exhibition purposes has many advantages.

Morning Session.

The Executive was called to order at 11 a.m. by President Chown.

The Secretary reported that receipts of fees and from exhibits at the Peterboro Convention and exhibition totaled $2,005.07, while receipts from supplies, from January 1st to March 30th, totalled $103.20, making total receipts $2,668.90, which, with the balance on hand from last year, $519.09, made total receipts to April 1st of $3,187.99.

The Treasurer's report showed expenditures in connection with the Peterboro convention amounting to $1,555.72. Secretary's salary, office expenses and postage for three months were $158.20; job printing and supplies, $141.15; and travelling expenses, $120.95; totalling in all $1,976.02. At present there is cash in the savings bank of $1,210.77, with saleable stock, office equipment, typewriter, signs and bunting, etc., estimated at about $216.00, making the standing of the Association to date at $1,427.77, with no outstanding liabilities.

On motion of Messrs. Madole and Bennett, the auditors' report for the first three months was adopted, the officers to be bonded for another year.

Secretary Wrigley made a report regarding the standing of the membership, including retailers, travellers and clerks. On motion of Messrs. Madole and Conn, the report was laid on the table until the next meeting.

Two suit case competitions were decided upon, one open to travellers and the other to retailers, on motion of Messrs. Macpherson and Occomore. Only new members are to be counted, three points being given for a retail and one for a traveller or clerk membership, a minimum of twenty-five points being set.

President Chown reported regarding the visit of himself and Secretary Wrigley to the New England Retail Hardware convention at Boston in March, and on motion of Messrs. Bennett and Conn, it was decided that a membership card in a leather case be adopted for use at the 1912 convention. Printed application forms and a register book were also decided upon.

Secretary Wrigley suggested that district meetings be held in several parts of the Province, but it was felt that the expense would be too great. On motion of Messrs. Madole and Bennett, the Secretary was instructed to try and arrange one such meeting as an experiment.

On motion of Messrs. Wrigley and Bennett, the Executive decided to recommend that J. Walton Peart, Regina, Sask., be elected an honorary life member of the Association.

Next year's exhibition was discussed, and on motion of Messrs. Madole and Macpherson, President Chown and Secretary Wrigley were empowered to make the necessary arrangements, the Winter Fair Building being favored for the exhibition, the City Hall for meetings, and the third week in February for the date. The question of convention headquarters and a convention badge was left open. In arranging the programme more time is to be given to the travellers and question box sessions. The question of a window dressing competition was laid on the table and the Secretary was instructed to report on the getting up of a convention programme and want book. It was decided to number each booth conspicuously and to dress attendants in white coats and hats, with numbers on the hats. A drawing competition in connection with the exhibition was left over for future consideration.

The committee adjourned at 1 p.m. for luncheon, being favored with the company of Messrs. John M. and Adam Taylor, of the Taylor-Forbes Company.

Discussion on Insurance.

The committee met again at 2 p.m., Chairman Brocklebank reporting for the Mutual Insurance Committee as follows:

"After making inquiries into the question I find there is hardly a question of doubt that in order to secure a charter for a Retail Hardware Mutual a deposit of $20,000 with the Ontario Government, or $50,000 with the Dominion Government will be necessary. A special act of incorporation would also be necessary.

"A membership of from 300 to 400 members, insuring from $1,000 to $2,000, would be necessary before actual insurance could be undertaken. If it is decided to endeavor to make an organization with deposit, the plan adopted by the Canadian Manufacturers' Association of assessing the premium notes a percentage for deposit capital would probably be followed.

"The work of securing members and of organizing for the passage of a bill by having hardwaremen discuss the matter with their local members should be started at once.

"A bill embodying the features desired should be prepared and plans made for submitting it to the Legislature at as early a date as possible.

"The present bill before the Ontario Legislature for a standard policy should receive special support before the committee, in order, if possible, to secure Col. Clark's support for our bill, even to the extent of having him introduce the same if it is found practicable.

"A committee of the Association and its insurance expert should attend the meeting of the Retail Hardware Mutuals in Philadelphia next year to learn all possible about their operations.

"An insurance department should be formed in connection with the Association to advise our members on matters of insurance and to conduct an educational campaign with the hardwaremen by circulars and through the official paper, The Hardware and Stove Journal.

"An interested and aggressive committee of three should be appointed to consult with our insurance expert and to do the necessary organization outlined above.

"They should be empowered to have a bill drafted and aproved by a competent legal firm, and a copy or a synopsis of the proposed legislation should be furnished all members as soon as practicable, in order to have them conduct the campaign with the legislators.

Members only would be allowed to insure with the Association company to the extent of $2,000 on any one risk until the premium income reached $30,000 per annum, after which the amount of the risk could be increased."

"D. BROCKLEBANK, Chairman."

Mr. Wright, insurance adjuster, who was present, replied to a number of questions on insurance matters, commending the splendid results secured by the Millers' Mutual Fire Insurance Company, but stating that of all the mutual companies organized in Ontario only about four were really successful. "You should not strive for cheap insurance," said Mr. Wright, "but should rather see how much good insurance you can buy for as little money as possible."

"Should we try to organize a mutual company then?" asked Mr. Macpherson.

"You have asked for my opinion and I'll have to answer frankly," replied Mr. Wright. "The hardware mutuals appear to have been very successful in the United States and there is no reason why they cannot be made equally so in Canada, especially in view of the success of the Millers' Mutual, the only specialized mercantile mutual in Ontario. But I'll have to answer that as you are hardwaremen you should stick to the hardware business and endeavor to improve your properties as much as possible in order to get as low a rate as possible. The Manufacturers Mutual companies have not proved to be as successful as they had hoped. I do not advise you to drop your agitation for a hardware mutual company, but I urge you to take your time about it, and, in the meantime, establish an Insurance Department to help inform your members regarding insurance matters so that their policies may be examined and their losses adjusted as satisfactorily as possible.

Mr. Wright also urged the adoption of the following resolution and on motion of Messrs. Macpherson and Conn, it was adopted and copies ordered sent to Sir J. P. Whitney, Hon. J. J. Foy and Col. Hugh Clark:

Resolution Adopted.

Resolved, That this Association most heartily endorses the principles of the "Act to amend the Ontario Insurance Act," introduced by Col. Hugh Clark, M.P.P.

"We believe that a standard policy will be a great step in advance in the interests of the insuring public.

"We believe that no variations from the standard contract should be permitted, except such as shall be for a consideration, shall be just and reasonable and shall be a matter of special contract signed by the assured.

"We believe that there should be the inherent right of the insured in the insurance contract to effect insurance up to 75 per cent. of the value of the property insured, and that when he must carry 25 per cent. of his risk himself the insurance shall not be voided for further insurance without notice, nor should any penalty then be enacted in case of partial loss.

"We believe also that the practice of some insurance companies of discontinuing claims for prompt payment should be made illegal.

"We believe that the existing system of government inspection is utterly inadequate to protect the public interest and that the Inspector of Insurance should be responsible for the enforcement of the insurance laws, and that officials at both Ottawa and Toronto should be required to take immediate action to protect the public from the extravagance, mismanagement and even swindling, and violations of the law which have been and are at present being practiced in Ontario, and that insolvent companies be promptly and effectively dealt with.

"We believe that the companies, and not the insured, should be responsible for statements made by the agents in applications and that when the agent delivers the policy and gives credit the companies should not be permitted to plead non-payment of premiums as a bar to recovery."

On motion of Messrs. Conn and Occomore, an "Insurance Department" was established as outlined by Mr. Wright, and his services were requested in an advisory capacity to the Mutual Insurance Committee. Mr. Wright agreed and the committee was named, with D. Brocklebank, Arthur, chairman, E. B. Westwood and F. E. Ellis, Toronto, with the President and Secretary as ex-officio members.

A Legislative Committee was appointed, consisting of W. F. Macpherson, Prescott; J. C. Wanless, Chatham, and George Matheson, Toronto. They are to deal with resolutions 6, 8, 12, 13, 14 and 16, passed at the Peterboro convention, and also with Mr. Macpherson's suggestion that a petition be circulated asking for the

abolition of the charges for the inspection of weights and measures.

A joint committee consisting of J. R. Hambly, Barrie; D. Cinnamon, Lindsay, and W. W. Bennett, Gananoque, was appointed, and resolution No. 7, passed at the Peterboro convention, was referred to them for action.

A suggestion that a committee of past presidents be appointed to act as a reception committee at future conventions, to look after the entertainment of prominent visitors, was agreed to, as was also a suggestion that firms in other Provinces be admitted as associate members for the same fees as are charged clerks and travellers.

The meeting adjourned at 4.30 p.m.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Association.

The purpose of this department will be to advise readers of the Hardware and Stove Journal on the subject of fire insurance. There is probably no subject that should be of more general interest to all our readers and we venture to say there is no detail of the merchant's business of which he knows less, there is none more complicated and none which receives so small a proportion of his attention.

We also believe that a thorough understanding of the relation of fire insurance to the hardware business would result in a radical reorganization of the whole method of conducting the business to the great benefit of all concerned. The carelessness and untidiness of many stores, the accumulation of inflammables and explosives, the lack of ordinary care in fire prevention and the absence of even the simplest means of fire protection, are everywhere evident. Such combinations result in the excessive fire waste which inflicts upon the public a burdensome tax of fire premiums. If it is possible to awaken the hardware trade to their duty to themselves, the result will be fewer fires and cheaper insurance.

In this department we shall reply to questions relating to insurance when they are sent to us accompanied by the signature of the sender (the latter not necessarily for publication). The Journal has made arrangements with experts in the business to advise on these matters, and will spare no effort to make this department an interesting one for our readers.

QUALITY IN FIRE INSURANCE.

The hardware merchant who is living in the twentieth century fully recognizes that in his business much of his goods are sold on quality; he also knows that a large proportion of goods on the market are cheap and inferior; and he is convinced that some lines would be dear at any price. High or low price does not necessarily indicate the quality of the article, and low price and cheapness are not synonymous terms.

There is no remark in the preceding paragraph which will not apply to fire insurance. There is no purchase made by the hardware merchant which should be bought with more careful consideration of quality.

In considering the quality many features will present themselves:

1. **Financial Ability to Insure.**—The standard set by Best, the leading authority on the subject in the United States, is that a company shall have liquid assets, sufficient to secure for the policy holders a surplus equal to the unearned premiums on all the business in force. This would require the including in the liabilities of the reserve for all unearned premiums, and would exclude from the assets all premium notes, uncalled capital, dead agents' balances and office furniture, This test is a moderate one and is in our opinion the minimum of safety.

2. **Simplicity of Contract.**—Several of the companies licensed in Canada are now issuing a policy free from all technical restrictions, such as are usually found in red ink on the policies. No merchant should accept a policy which has any red ink variations other than the co-insurance clause, and not with that if he does not thoroughly understand its application. Don't imagine that getting rid of these trick conditions will be difficult. It is being done every day by up-to-date business men, and being resisted by the Rip Van Winkles of the insurance business, both agents and managers, but it would be as sensible for a man to go duck shooting with a flint lock as for him to expect to get a fair deal from some of these "heads I win, tails you lose," double action cut seven ways for Sunday trick condition insurance policies now being foisted on the public. Cut them out. Get a straight contract, any really reliable company will give it to you.

3. **Applicability of Contract.**—The contract has many conditions, and these should be specially drafted to meet the peculiar conditions of your business. After you have rid your policies of trick conditions, then it is necessary to get the proper description of the property insured, and such special permits and conditions in the policy as the nature of the business may require.

4. **The Application.**—Do not have any. Neither sign nor permit to be signed on your behalf any application for insurance. The best companies are doing business without applications. Applications usually contain a lot of fine ink conditions and warranties which are quite too complicated to be understood by even the most expert of insurance lawyers, and are the source of endless trouble and litigation. Just don't sign an application.

The attention to these four points will go a long way towards putting your insurance in proper condition, and in this work "The Insurance Adviser" will be pleased to assist. Send along any questions you want answered on fire insurance matters.

STOCK vs. HARDWARE MUTUAL INSURANCE.

W. P. Lewis, Secretary of the National Hardware Mutual Fire Insurance Company, Huntingdon, Pa., contrasts the two plans, and makes out a strong case for the successful hardware mutuals in the United States.

THERE are two methods on which insurance companies operate. These in common parlance are known as the mutual plan and the stock company plan, but the difference in the character or genius of the two plans is so radical, also so little understood, that if you will give fixed attention possibly you may be interested, possibly informed.

A clearer view contrasting these methods is had when we indicate their essential difference as **speculative** and **nonspeculative.**

The stock company plan in essence is speculative.

The mutual plan is nonspeculative.

A merchant buying an insurance contract or policy does not **gamble.** First, because he has no expectancy of profit. The first line of the contract in a standard policy states that he will only be paid an amount equalling the cash value of the merchandise at time of fire, and second, he doesn't gamble because he has right, title and sole ownership in the property covered. Or, stated otherwise, he has an insurance interest. But the stockholder in a stock company DOES GAMBLE, for he owns no insurance interest in the property covered. He operates precisely as does the speculator who sells "short" on a stock exchange.

He sells insurance at a fixed price, in advance of the cost being determined, and expects to buy it back in the market (in losses and expenses) at less than the premium charges. He has expectancy of profit. He has no insurable interest, and while it is legitimate it is also a gamble.

It is a common point of view held by most hardwaremen that if the policy handed them by their local insurance agent is a stock company policy, they are safe and the contract is sufficient.

Interesting Statistics.

A New York publishing company counted as an authority on fire insurance statistics states that in the last 40 years 1084 stock fire insurance companies have been organized. This number includes 32 foreign companies, admitted to the United States. Out of this number there remain in business to-day but 248 companies. All the others, 836, have liquidated or failed.

This statement of fact surely indicates that there is danger in the stock company plan, and that the management of any company in which you hold a contract should be thoroughly investigated.

Let us further analyze the stock company in which such absolute confidence is placed, because of the fact it has a paid up capital stock. Let us endeavor to understand the value of this capital to the policy holder and from what source it is contributed. A certain New York company, whose record is published in the Spectator's Year Book, has a capital stock of $200,000. The dividends paid by this company to the stockholders during the past ten years as published in the record just referred to was $1,060,000.

Stated otherwise, the stockholders have withdrawn the original capital stock five times in the last 10 years, or once every two years. After the first $200,000 capital stock which was subscribed by the original stockholders had once been withdrawn, the subsequent items called capital stock were contributed by the policy holders, and in the company under discussion the policy holders paid it four times in 10 years.

How many times previously or from the organization of the company to the year 1900 the published record does not indicate, as it covers only the period from 1900 to 1909, inclusive.

Policy Holder versus Stockholder.

In a stock company the interests of the policy holder are governed by law, but the interests of the stockholder are governed chiefly by management. In a stock company the interests of the policy holder and the stockholder do not lie along the same lines; in fact, they are in direct opposition. In the case of this company the original capital stock had absolutely no value as far as protecting the interests of the policy holder was concerned, for the original capital had long since been withdrawn from use, service or control of the company, and that which is now called capital stock is not capital stock at all, because it is money contributed by the policy holder and not by the stockholder. The capital stock serves no purpose save a basis from which to figure the percentage of accumulated premiums which each stockholder may appropriate to his individual use.

The capital stock of any company during solvency is not available for payment of losses or expenses except up to 20 per cent. If more than this is called for the company is at once subject to process by the insurance commissioner and is liable to receivership and liquidation. The infinitesimal amount which 20 per cent. of the capital stock offers as protection to the policy holder, were it not so serious, would be humorous.

The company whose record we are using as an illustration has, as already stated, a theoretical capital stock of $200,000. Twenty per cent. of this amount is $40,000. This company has $372,000,000 at risk, and therefore the protection arising from this capital stock is just 10¾ cents for each $1,000 at risk.

I will be pleased if you will follow carefully the argument at this point. Ten and three-quarters cents is less than 1 per cent. of the average premium on a $1000 hardware policy. Surely this is not much of a basis on which to rest your unfaltering faith in the value of capital stock as a tower of defense.

The market price of the capital stock of this company is $1,525, and this price, mind you, is a price that is bid for the stock. The asking price is not quoted for the simple reason that there is none for sale. Why should a holder sell? And the question is, who is getting the money? Certainly the policy holder does not get it, and certainly it is not remaining in the company's treasury as a safeguard in time of stress.

It should not require unusual mentality for all of us to perceive that under the stock company plan a policy holder is exploited in the interest of the stockholder, and the stockholder cannot lose because even if the company liquidated, following insolvency, he can only be called upon for the amount of his capital stock, and inasmuch as this has been withdrawn by him over and over and over again he is still ahead.

Mutual Policy Holder Also a Stockholder.

In sharp contrast with the speculative plan of the stock company let us note closely the nonspeculative character of our hardware mutuals.

1. The policy holder in our companies is the stockholder. In this case the stockholder has an insurable interest in the property covered, and therefore does not gamble.

2. The stockholder in our company does not sell insurance "short." He does pay a premium in advance, but that is not the fixed cost of the insurance. It operates simply as a guarantee that when the cost of the insurance is determined (in losses, expenses and amount put to credit of guarantee fund) he will pay the cost. The remainder of the unused portion of this

advance premium constitutes the dividend. This is returned in cash or credited on renewal as he may elect.

3. As the premiums collected are the primary fund from which losses and expenses are paid in all stock companies and as we collect full premiums in cash, it is certainly clear that we have funds on hand to pay claims. It is also clear that we secure these funds from precisely the same source as the stock companies, and the only person who is warranted in refusing to take us seriously is the person who holds the view that the premiums we collect are counterfeit money.

4. We do not have capital stock nor do the policy holders want it, when it is manipulated as previously illustrated. We do have, however, that which operates far more powerfully as a protection to our contracts—namely, a guarantee fund—and to this fund there is placed each year approximately three times as much money as capital stock offers for protection. More than this, our guarantee fund receives this credit as just stated every year, and therefore increases annually in direct ratio to the new business written; whereas in a stock company the capital remains the same from year to year, so that the alleged protection which capital stock offers decreases as the new business at risk increases.

Why Mutuals Are Economical Yet Strong.

At a meeting recently of a national organization an officer of this company was cross examined on the floor. The question asked was, "How is it possible for your companies to pay such dividends and remain financially strong " or stated otherwise, "How is it possible for you to do business so much cheaper than the stock companies?"

There are several sound reasons for this fact, and it is a fact that we do pay large dividends and remain financially strong. Under proper management we should continue such dividends and at the same time grow financially stronger.

The chief reason for our ability to accomplish the fact stated above is found in the principle of a class risk. That the loss ratio on hardware alone is far less than the loss ratio on miscellaneous lines such as are carried by every stock company is not a matter of guess work or speculation. It is not even a matter in which there is room for an honest difference of opinion.

The average loss ratio for a period of years past figured from the records of every American and foreign stock company doing business in the United States, is 55 per cent. The average loss ratio in our hardware mutual companies, based on the record of every company, is 24 per cent. The average loss ratio therefore under the stock company plan is 130 per cent. greater than under the hardware mutual class risk plan.

It is difficult to escape the conclusion that there is merit in the principle of a class risk; certainly this is true as applied to hardware. Let us see what the records disclose in the matter of expense ratios. They show the average expense ratio of the stock companies for a period of 10 years past to be 40 per cent., while the average expense ratio of all of our hardware mutuals is 14 per cent. These stock company expenses for management, therefore, are 185 per cent. greater than those in our hardware insurance companies.

Stock Company Dividends.

It may occur to some inquiring mind to raise the question, How can it be made possible for a stock company which has a loss ratio 130 per cent. greater than our and an expense ratio 185 per cent. greater than ours, as just stated, to pay the tremendous dividends evidenced by a bid price of $1,525 on the stock?

The company of which this statement is true has a capital stock of $200,000, and this amount has been the company's capital stock for the last 43 years. While the new business written has increased steadily every year until the insurance at risk is almost $400,000,000, the capital has remained unchanged. The record of this company for 1909 is sufficient to illustrate the process under which these enormous dividends are accomplished.

The premiums collected for the year 1909 were $1,971,000. Who paid these? The policy holder. The losses for the year were $904,000. Who paid these? The policy holder. The expenses for the year were $763,000. Who paid these? The policy holder. The total of losses and expenses for the year were $1,667,000. This represents the amount paid out of policy holders' money. $1,971,000 represents the amount paid in all policy holders' money. The excess is $304,000. This also is policy holders' money, though it does not remain so very long under the stock company plan.

The directors meet and the secretary with appropriate unction announces a surplus of $304,000 from the year's business. Then with solemn dignity (for this thing is nonhumorous and is always dignified) it is moved, seconded and unanimously carried that a dividend of 115 per cent. be declared. Therefore, $230,000, so the published records state, was pinched from the policy holders' surplusage and paid to the owners of the $200,000 capital stock.

With these flattering compliments to our friends, the stock companies, let us pass to a consideration of our hardware mutual companies. Let us view, and take heed, from the first 10 years of their history. Let us analyze and comprehend, and, understanding, let us labor and build with vigor as we enter into the second decade.

Advantages Enjoyed by Hardware Mutuals.

In our hardware mutuals, the man who puts up the money for the conduct of the business is the man who receives the dividends. This is the essence of fair play in business.

In our hardware mutuals the cost of the insurance is based on losses on hardware only. This is the essence of logic as an insurance principle.

In our hardware mutuals the risks are scattered and the amount of policy limited. No better rule can be formulated for safeguarding the loss ratio.

In our hardware mutuals no policies are issued except to members of our State hardware associations. This gives us a high grade moral hazard, because, broadly speaking, only the live hardwaremen will join, and a live hardwareman don't make his money by selling out to the insurance companies.

In our hardware mutuals a policy holder can be informed concerning any companies' dealings with a member suffering fire loss, for a list of losses are pub-

lished annually. He can write them direct. How many men here have seen a list of annual fire losses published by a stock company? Who is familiar with their loss-paying record?

In our hardware mutuals the companies are responsive to the just claim of any member. The officers and directors are all hardwaremen, and the avenue of approach to them is wide open. Rank injustice cannot live in hardware insurance circles. If it does the hardware insurance company which so persists cannot live.

Records Contrasted.

Follow carefully this contrast. First the stock companies' record. The total average loss and expense ratio for 1909 of all the American and foreign stock companies doing business in the United States was 95 per cent. These figures are taken from the "Spectator Year Book," just issued. This publication is the highest authority on insurance statistics. These figures mean that 95 per cent. of all premiums collected by stock companies were consumed in the payment of losses and expenses, and it also means that out of the remaining 5 per cent. of premiums, all dividends to stockholders were first extracted, and whatever was left, if anything, was placed to the credit of the guarantee fund; but the policy holder who furnished all the money gets nothing but a pleasant smile and the bill for another full annual premium.

The total average loss and expense ratio of all our hardware mutuals for 1909 was 38 per cent. The average dividend was 41 per cent. and the average credit to the guarantee fund was 21 per cent. These figures mean that the hardwareman who has had a stock insurance policy paid the stock company just 70 per cent. more money than he paid for the same insurance to our hardware mutuals, and having paid them this 70 per cent. higher price, they place scarcely anything at all to the guarantee fund for his protection, while in our hardware mutuals he not only saves that 70 per cent., but at the same time the companies place in the aggregate a substantial credit to the guarantee fund for his protection during periods of excessive loss.

From the foregoing statements of fact, determined mathematically from published records, there can be but one verdict, namely, that as far as the hardware merchant is concerned, the strongest contract he can purchase from any source or at any price is a contract with our hardware mutuals.

BRITISH COLUMBIA ASSOCIATION.

The B. C. Hardware Dealers' Association, at its regular monthly meetings takes up questions of importance to every retail hardware man in the district covered by the Association and, since R. D. Dinning assumed the Secretaryship a couple of months ago, a greater interest has been manifested than ever before.

At the April meeting Past President H. T. Kirk, New Westminster, made a report of his trip to Peterboro to attend the Ontario Retail Hardware Convention, and it is safe to say that the precedent set this year will be followed in fuure years. The report was laid over for discussion at the May meeting.

A general rule covering the question of exchanges of goods between members of the Association is under consideration. Some retailers favor charging each other the full retail price, while others favor an advance of ten per cent. on cost.

The question of jobbers selling small stocks of hardware to grocery stores in the suburbs of Vancouver will be acted upon after the jobbers are consulted.

The adoption of a retail price on sash weights is being discussed. Like nails, sash weights are a line, which most retailers do not get a sufficient margin upon to cover the cost of doing business.

Price maintenance on powder and saws has also been discussed with the manufacturers, and at the April meeting a committee was appointed to interview the Simonds, Atkins, Disstons and Shurly & Dietrich Companies and request them to set a retail selling price on their saws.

A retail selling price on Berry Bros. varnishes is also being arranged with Champion & White, Vancouver representatives of the varnish manufacturers.

An advance in the price of horseshoes has been made, prices now being: 1 to 9 kegs, $4.95; 10 kegs and over, $4.65; 50 to 100 lbs., 5½ cents; less than 50 lbs., 6 cents per lb.

A committee representing the Hardware Association will confer with the Builders' Supply Association regarding the suggestion that a notice be inserted in the daily papers to the effect that lien notices will be served with all supplies in future.

Secretary Dinning writes: "The 28 members present appeared very keenly interested in the subjects being discussed, and those that were not present, lost a whole lot by not turning up. I trust this enthusiasm will grow stronger and that at our next General Meeting, we may have even a larger attendance. It's up to you——BOOST."

NOVEL USE FOR OLD POSTERS.

The W. W. Chown Co., Belleville, have found a novel use for old window posters supplied by such firms as the Dominion Cartridge Co., and other manufacturers of shooting materials.

A local hotelkeeper takes quite an interest in shooting contests and other sporting events, and with the help of the posters supplied by the Chown Co., he has decorated a room as a sporting headquarters, and which he places at the disposal of the local sporting clubs for meetings.

The idea presents good opportunities for advertising, and other hardwaremen may be able to adopt the idea to advantage.

WHAT OTHERS THINK OF US.

"I think the Hardware and St[illegible]rnal is the best trade magazine in Canada to-day, and hope you keep up the good work of editing and printing paper. Your covers are unusual for a trade paper."—C. M. Lemperley, Assistant Advertising Manager Multigraph Co., Cleveland.

"The Canadian Hardware & Stove Journal is the name of a new publication over the border. Weston Wrigley, the managing editor, enjoys a wide acquaintance with the trade in the Dominion, having for a number of years been editor of Hardware & Metal, Toronto, and secretary of the Ontario Retail Hardware and Stove Association, with the formation of which he had much to do. At the recent annual convention of the Ontario Association the new journal was chosen as the official paper of the organization."—Iron Age Hardware, New York.

Window and Newspaper Advertising

HARDWARE WINDOW DISPLAY FOR MAY.

Written for The Journal by W. J. Illsey.

This month's showings should feature lines for spring cleaning, gardening, sporting life, builders' hardware, and painting, and the merchant who shows the lines suitable for these demands will reap results accordingly.

For a "Spring Cleaning" display, you need not spend a lot of time on your window. For a background hang on your solid window back rows alternately of chamois skins, feather dusters, house brooms and carpet sweepers, at either end stand against this back a step-ladder. On the bottom display furniture polishes of various kinds with price card. Wall brushes, carpet beaters, vacuum cleaners, door mats, foot scrapers, scrub brushes, pails, mops, etc., and every item used in spring cleaning. One large card done in plain black on a white ground, size 22 x 28, should read, "We are ready to supply your 'Spring Cleaning' Things. Note our prices." About five other cards, size 11 x 14, done similar to the big one, should give prices on as many of the more used lines as shown.

A Gardening Supply Window.

Select a nice assortment of rakes, hoes, spades, gardening trowels, spading forks, rubber hose and a well-painted wheelbarrow to make up this display. For the background hang about four coils of rubber hose on a line with the eyes of the passers-by. Around these hang a number of spading forks, spades, and lean against the back a few rakes.

Place your wheelbarrow in the centre of window showing sideways to the front of window. On the bottom and close to the glass, display your gardening trowels, pruning shears, lawn sprays, pruning knives, etc. Then leaning against the wheelbarrow, and with heads to the front, group your garden rakes, hoes, spades, etc. Place at either end of wheelbarrow a hose reel with hose wound upon it, and these also can be used for supporting the handles of rakes, etc. Cards should be used to give prices of all lines shown with one big centre card: "We have loads of garden tools for you. Quality and prices the finest."

A Lawn Goods Window.

Cover the bottom with green baize or felt. Drape the back with white cheese cloth. Hang a row of



Two Simple Lay-outs for Window Trims during May.

shovels, spades, spading forks, etc., round the side and across the back. Also hang a few coils of various kinds of rubber hose. Resting on window bottom with heads alternately up and down place an assortment of garden rakes and hoes. At the back with handles leaning against background place lawn mowers, while in the centre a brightly painted wheelbarrow will look well. At the front next the glass and on the bottom, display your smaller articles, such as gardening trowels and hand forks, pruning shears, gardening line, lawn sprayers, nozzles, etc. And at front and back ends of wheelbarrow a hose reel with coil of hose wound in place upon it, can be placed. Put price cards on the mowers and wheelbarrows. Cards 11 x 14 should give your

prices on rakes, hoes, rubber hose, etc., and one 14 x 22 for a garden tool window.

A Sporting Goods Display.

Cover the window bottom with green felt or baize. Place a shelf, or, better, two at back and about 10 and 20 inches respectively. Cover these also with green. Cover the back with white cheese cloth, and on this show a few small Canadian flags as a border. In the centre hang in neat design, lacrosse sticks, baseball bats., etc. On the bottom front display balls, umpire's registers, baseball guides, score books, lacrosse gloves and footballs. On the shelves place in easy manner and not too crowded, your assortment of footballs, Foot-

YOUR LAWN
AND
GARDENING
TOOLS
Easily supplied here.
Order to-day.
We deliver promptly.

YOUR PARTICULAR
SPORTING GOODS
Are Here in Big Variety.

Come in and look them over.
None but Quality Goods are here.

ball boots, baseball gloves and mitts, baseball shoes, baseball suits, etc., and interspersing these and leaning against shelves, place alternate baseball bats and lacrosse sticks.

Only one display card is needed in this display, because sporting goods are somewhat different from other lines.

Boys principally buy what suits their fancy, and grown-ups are similar. Price is not so much a feature in their selections. Quality and style are prominent.

It's Builders' Hardware Time.

The sketch on the left shows a builders' hardware and tools trim which is simple but effective. Select from your stock of building paper a number of the cleanest and best looking rolls, using quality similar to Eddy's impervious sheathing for first row. Ordinary tarred felt for the middle row, and the third to be of plain building paper. Pile these as shown at the back of your shelving, which should run up to about 18 inches at the back. On your end wall tack in neat design saws, hammers, try squares, squares, and any

We offer
ATTRACTIVE PRICES
ON ALL LINES OF
BUILDERS HARDWARE
LET US QUOTE ON YOURS

TOOLS
That please because
THEY WORK
AND
WEAR WELL
THE PRICES—
MOST PLEASING

other tools which can be fastened there to help make the display attractive. At either end of the shelving dump a keg of wire nails and leave the kegs in also as just having been opened. Along the front and close to the glass place in easy mixture small tools, such as rules, nail sets, bits, etc. On the shelves show lock sets in boxes, on easels, if you have any, and intersperse these with door bells, heavy styles hat and coat hooks, house numbers, full packages hinges, bolts, fancy door knobs, etc. Continue this right back to the last shelf. The ground of this display should be of green with a background of white. Two cards will suffice for this display.

Display Paints and Brushes.

Your paint display can take the form of either a solid "mixed paint and brushes," showing, or you can vary it by putting in side lines as well.

A very paying window is built in this manner:

Build a frame of 4 x ¾ inch lumber at the back of your window, and out from the background about 8 inches. Cover this and all the back with white cheese cloth. Use screw hooks or eyes, and tie various kinds of paint brushes all around this frame with the bristles to the outside. Across the opening put wires, strung tight and spaced to have two divide the distance equally. On these hang your color cards, display cards

FURNITURE POLISH
Extra Quality.
10, 15 and 25 cents.

EVERY KIND OF
PAINT BRUSHES
Each 10c. to $.50

OUR VARNISH
STAINS
Give fine results.
Per Tin, 20c. to $1.50

IF WE SELL YOU PAINT YOUR WORK WILL NOT BE LOST

Our guarantee of purity goes with every can.

and any advertising matter that your paint jobber or manufacturer has supplied. On the bottom, which should also be covered with white, place brushes, paperhangers' tools, etc., close to the glass. Then build from this in gradually increasing heights small tins of enamel or ordinary mixed paint, furniture polish, stains, etc. Do not build too high at back. Not more than four one gallon tins high. From this height the display should gradually slope to the front, using half gallons, quarts and pints consecutively. On top of the cans place the style of brush best adapted for using with such paints as are shown.

PUSH THE HIGH-GRADE GOODS.

Last summer a retailer in a Canadian city was induced to buy half a dozen high grade lawn mowers retailing up to $10 each. He had always sold the $4 or $5 lines, and thought his customers wouldn't pay a higher price, but to his surprise he soon disposed of the higher priced lines.

This retailer's experience is similar to that of scores of Canadian hardware men. Induced to buy the cheaper lines by salesmen who haven't learned to talk quality, they have been losing profits for years by selling the poorer machines, which carry but a small margin and cannot give the customer anything like the satisfaction a higher grade mower would.

Try selling the higher priced lawn mowers and watch results.

If you are not willing to co-operate with your employes, you cannot blame them if they fail to co-operate with you.

Seasonable Hardware Advertising

Readers of the Journal are requested to forward samples of their Ads., Circulars, etc., to the Editor.

One of the large ads. of Stanley Mills & Co., Hamilton, is reproduced on this page, it being without a doubt, one of the best hardware ads. ever inserted in a Canadian newspaper.

While few hardware men can go to the expense Mills & Co. do for illustrations, or for space in their local paper, not having as large a constituency to draw from, the Mills ad. presents many features in the way of display and arrangement which can be copied by those who use but a half or quarter the space. The large display lines across the top, the personal talk in the center, the grouping of the articles and the pricing o fthe goods are all points which others can use to a greater or lesser extent. Few, however, located in a large city, would omit a display line giving the street address of the firm.

James N. McGregor, Oakville, is a live advertiser in a small town. In one of his recent ads. he said: "House-cleaning time is fast approaching. Do not take up your carpets and rugs. A vacuum cleaner will do the work far better and cheaper," etc.

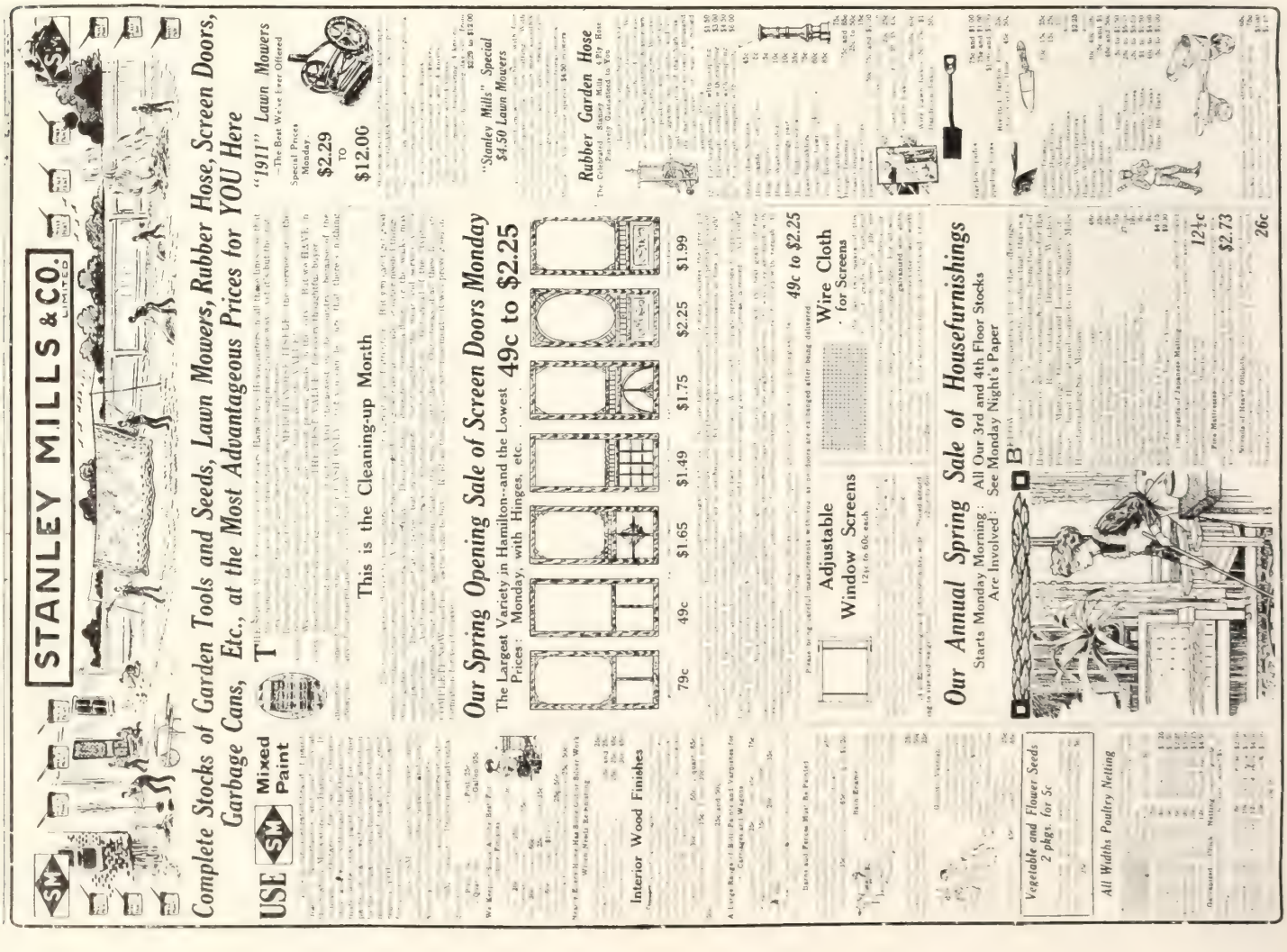
Aikenheads, Toronto, said: "For garden tools it will pay you to pay us a visit."

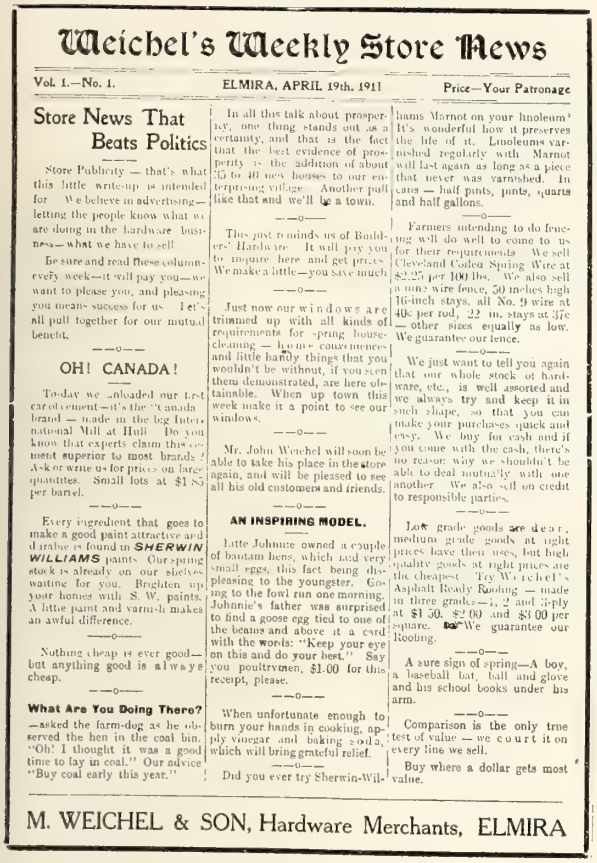
George Taylor Hardware Co., New Liskeard, in their "Taylor's News" section of their local paper, on April 20, said: "Spring cleaning time is here. Are you ready for the health inspector to visit your yard? Have you raked up all the winter's dirt and buried all the old cans? Get a rake and shovel, and do it now. You will need these tools later for the garden." And: "Are you papering this spring? Be sure and see our samples. Papers from five cents up and lots of choice papers to suit every one. We have some job lots which we are disposing of cheap. There are lots of six, seven and eight single rolls with borders to match. They are going cheap, from thirty to seventy-five cents per bunch."

James & Reid, Perth, also feature wall paper as follows: "Come in and see, look over the rich designs and note their attractiveness, for every room in the house. Also note our low prices. Our selections are made direct from the mills in large quantities which accounts for the saving we afford."

Miller Bros., Virden, Man., say: "We sell the Pastime Washing Machine exclusively because we find it the most satisfactory machine we ever handled. Every washer is guaranteed to be perfect and to be the easiest machine to operate on the market. We want you to try this machine in your own home at our expense. If you want other washing machines we have them."

"Weichel's Weekly Store News," is a store paper being run in the Elmira Advertiser, by M. Weichel & Son, the first of the series appearing April 19. The ad. is similar to "Taylor's News" at New Liskeard, the





Weichel's Weekly Store News

Vol. 1.—No. 1. ELMIRA, APRIL 19th, 1911 Price—Your Patronage

Store News That Beats Politics

Store Publicity — that's what this little write-up is intended for. We believe in advertising—letting the people know what we are doing in the hardware business—what we have to sell.

Be sure and read these columns every week—it will pay you—we want to please you, and pleasing you means success for us. Let's all pull together for our mutual benefit.

—o—

OH! CANADA!

To-day we unloaded our first car of cement—it's the "Canada brand — made in the big International Mill at Hull. Do you know that experts claim this cement superior to most brands? Ask or write us for prices on large quantities. Small lots at $1.80 per barrel.

—o—

Every ingredient that goes to make a good paint attractive and durable is found in **SHERWIN WILLIAMS** paints. Our spring stock is already on our shelves waiting for you. Brighten up your homes with S.W. paints. A little paint and varnish makes an awful difference.

—o—

Nothing cheap is ever good—but anything good is always cheap.

—o—

What Are You Doing There?

—asked the farm-dog as he observed the hen in the coal bin. "Oh! I thought it was a good time to lay in coal." Our advice "Buy coal early this year."

In all this talk about prosperity, one thing stands out as a certainty, and that is the fact that the best evidence of prosperity is the addition of about 75 to 80 new houses to our enterprising village. Another pull like that and we'll be a town.

—o—

This just reminds us of Builders' Hardware. It will pay you to inquire here and get prices. We make a little—you save much.

—o—

Just now our windows are trimmed up with all kinds of requirements for spring housecleaning — brooms conveniences and little handy things that you wouldn't be without, if you seen them demonstrated, are here obtainable. When up town this week make it a point to see our windows.

—o—

Mr. John Weichel will soon be able to take his place in the store again, and will be pleased to see all his old customers and friends.

—o—

AN INSPIRING MODEL.

Little Johnnie owned a couple of bantam hens, which laid very small eggs, this fact being displeasing to the youngster. Going to the fowl run one morning, Johnnie's father was surprised to find a goose egg tied to one of the beams and above it a card with the words: "Keep your eye on this and do your best." Say you poultrymen, $1.00 for this receipt, please.

—o—

When unfortunate enough to burn your hands in cooking, apply vinegar and baking soda, which will bring grateful relief.

—o—

Did you ever try Sherwin-Williams Marnot on your linoleum? It's wonderful how it preserves the life of it. Linoleums varnished regularly with Marnot will last again as long as a piece that never was varnished. In cans — half pints, pints, quarts and half gallons.

—o—

Farmers intending to do fencing will do well to come to us for their requirements. We sell Cleveland Colled Spring Wire at $2.25 per 100 lbs. We also sell a nice wire fence, 50 inches high 16-inch stays, all No. 9 wire at 40c per rod, 22 in. stays at 37c — other sizes equally as low. We guarantee our fence.

—o—

We just want to tell you again that our whole stock of hardware, etc., is well assorted and we always try and keep it in such shape, so that you can make your purchases quick and easy. We buy for cash and if you come with the cash, there's no reason why we shouldn't be able to deal mutually with one another. We also sell on credit to responsible parties.

—o—

Low grade goods are dear, medium grade goods at right prices have their uses, but high quality goods at right prices are the cheapest. Try Weichel's Asphalt Ready Roofing — made in three grades—1, 2 and 3-ply at $1.50, $2.00 and $3.00 per square. We guarantee our Roofing.

—o—

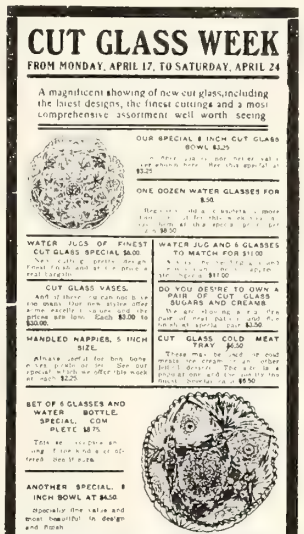
A sure sign of spring—A boy, a baseball bat, ball and glove and his school books under his arm.

—o—

Comparison is the only true test of value — we court it on every line we sell.

Buy where a dollar gets most value.

M. WEICHEL & SON, Hardware Merchants, ELMIRA



CUT GLASS WEEK

FROM MONDAY, APRIL 17, TO SATURDAY, APRIL 24

A magnificent showing of new cut glass, including the latest designs, the finest cuttings and a most comprehensive assortment well worth seeing

OUR SPECIAL 8 INCH CUT GLASS BOWL $3.25

ONE DOZEN WATER GLASSES FOR $3.50

WATER JUGS OF FINEST CUT GLASS SPECIAL $6.00

WATER JUG AND 6 GLASSES TO MATCH FOR $11.00

CUT GLASS VASES.

DO YOU DESIRE TO OWN A PAIR OF CUT GLASS SUGARS AND CREAMS

HANDLED NAPPIES, 5 INCH SIZE.

CUT GLASS COLD MEAT TRAY $6.50

SET OF 6 GLASSES AND WATER BOTTLE, SPECIAL, COMPLETE $3.75

ANOTHER SPECIAL, 8 INCH BOWL AT $4.50

"ASHDOWN'S" All Goods packed and shipped free of charge to any outside points



Booming Trade

That's What We Were Doing Last Saturday

LIKE the big fleshy, good-natured Lady who, on being afraid to cross the busy corner, said to the Policeman "Could you see me across the street?" "My good Lady," said he, "I could see you a mile away." "My" she said, "You must have great eyesight."

From North, South, East and West, the people were all far-enough sighted to see the bargains in view for them from the disastrous fire that put us out of business for ten days.

How we all did work to be ready to give you the big bargains, it was your privilege to secure on Saturday at my loss and your gain.

But we all kept good natured and did our best to give you the best service we could. We regretted having to close during the noon hour, and again at 6 p.m., but we had to have a breathing spell and something to eat.

Do not think our stock is exhausted, we have only begun. We will be two months clearing out our stock.

It Must Be Sold as We Purpose Going Back to our Big New Store with a Brand New Stock

OUR STORE WILL BE CLOSED EVERY MONDAY, WEDNESDAY AND FRIDAY PREPARING OUR STOCK FOR SALE DAYS

Saturday we Look for Another Bumper Day

And will ask the people of Barrie to shop before Saturday.

In order to give the Barrie mechanics a chance to secure some of the Bargains they have asked us to keep open at nights. This week we will be

Open for Business from 7.30 to 10 o'clock Friday Night

There will be SOMETHING DOING in Bargains so long as you see the Red Flag at Dr Wells' New Block Opposite the Bank of Toronto.

On account of the Heavy Financial Loss I have had owing to the fire, all accounts on the books must be settled by cash or note on or before May the First

J. R. HAMBLY

Opposite the Bank of Toronto

space occupied being 7 x 10 inches. The ad., which we reproduce, is a gossipy production, boosting the lines carried in stock and quoting prices in several cases. It ought to be very productive of results.

Magladery Bros., New Liskeard, advertise: "Do not send to Toronto for Rennie's seeds, we keep them in stock."

Ashdown's, Winnipeg, featured a "cut glass week" in April, and used a 9-inch double column space very effectively, ten items being featured and prices quoted, two of them being illustrated. Their ad. is reproduced.

J. R. Hambly, Barrie, has been doing some very live advertising in connection with his fire sale, one of his ads. being reproduced. Mr. Hambly got the crowds coming to his store and, by his gossipy ads., kept them interested. Prices and goods weren't featured to any extent, but "fire sale bargains" were kept to the front. The fact that he would have an entirely new stock in his new store was also emphasized, another good feature being the urging of Barrie citizens to shop during the week so that the store would be clear for the farmers' trade on Saturday. Mr. Hambly also took advantage of the fire sale to insist on the payment of all oustanding accounts before May 1.

PREPARE ADVERTISEMENTS CAREFULLY.

Many special sales are started in too much of a hurry. On picking up the weekly paper the merchant may see a big advertisement of a big special sale by a competitor. The event is but a few days away.

Probably the competitor has been planning on that sale for months and his store has been making preparations for it for weeks. But as soon as his advertisement appears the other merchant hurriedly writes an advertisement, rushes it to the printer with orders to get out circulars as quickly as possible, and in that unprepared way he expects to offset that special sale in the store down the street. Usually disappointment follows.

The merchant who has prepared his store and his store staff thoroughly for his special sale makes a success. The other fellow of hurry-up methods falls down badly.

The moral is plain. Plan your work and work your plan, and remember that a good plan is born only of much thought and much effort. Once your competitor has the start of you on the announcement, better let him go the lengths unless you can see a real opening where your coolest judgment tells you that you have a chance to butt-in at a profit.

The "Anti-Fly Crusader" tells the following story: "I had a friend who kept chickens in the back yard of a city home. One day she told her husband that keeping chickens on a city lot, where they had to be penned up, was rather an expensive luxury. She said that she had bought three bushels of corn that morning for which she paid seventy-five cents a bushel. Her husband answered, 'My dear, you paid too much for your corn; I bought several thousand bushels of "May" corn to-day at forty cents.' To which she replied, 'But you can't feed March chickens on May corn.'"

Buy now what you want to sell in June, and later months. By ordering goods early, and taking delivery before the season opens, you will be prepared to look after the trade when the demand arrives.

The Walworth Mfg. Co., 128 to 136 Federal street, Boston, Mass, has prepared for the trade a new display board of the Genuine Stillson Wrench. Dealers interested in plumbing supplies and who handle high-class tools for mechanics' use can secure this handsome display board by communicating with the company.

Salesmanship Essential to Success

SEVEN GOOD RULES FOR HARDWARE CLERKS.

Written for the Journal by W. J. Illsey.

Regarding several things which pertain to every one who has chosen this, the best of all businesses, I would speak thus:—

1. When a customer becomes cranky and speaks in aggravating language to you do not meet him in like manner. He only laughs at you, the sale is lost, and you are the worse off for having lost control of your temper. Remember that a lot of energy is expended every time you "fly off the handle." DON'T GET ANGRY.

2. When you receive an order by 'phone see that it goes out when you say it will go, or if something interferes allow your customer to know that you cannot do as you said you would. Attention to such things will make you a favorite with all customers so treated.

3. Don't be everlastingly looking at the clock to see how soon you can quit and run. Keep busy, for there is always something to do, and you will be surprised how quickly the pay days will come round.

4. Do you think you are worth more money? Then show the boss that you are by your actions and you'll get the bigger salary. But because you **think** you are worth it will never **Never, never,** get you to the "getting point."

5. When at duty never forget that your first call is to serve your customers. Chatting among your fellow clerks should never be more important than giving a visitor to your store some asked for information.

6. If you would make for yourself the greatest possible success in your hardware career, keep your habits simple, inexpensive and always of a healthy kind. Engage in some efforts to help some one not so fortunate and your life will broaden, your knowledge grow, and your enjoyment of living greatly increase. Be a person to be looked up to.

7. Be courteous to everyone you meet. It costs nothing and gives fine results.

MAKING CLERKS GOOD SALESMEN.

By Fred. C. Lariviere.

The wise employer is respectful and dignified in his dealings with his staff. He is careful not to rebuke a clerk in the presence of customers or of his fellow clerks. Such a procedure will give excellent results. The young man dealt with in a considerate manner have a kindlier feeling towards his employer, will take more interest in his work and do better in every way. The employer should not fear, and even should make it a point to train his clerk into the proper way of attending on a customer, he should acquaint him with the uses of the various goods, call his attention to the superior character of the goods, and in that way prepare the clerk to effect sales judiciously. To my mind it is bad policy to refrain from doing so for fear that the clerk, after getting such a training, will request an increase of salary.

Neither should the employer abstain from congratulating his clerk or giving him recognition for his good work lest he might thereafter count himself indispensable. No such man has ever existed, or shall ever exist. The competent successor may not be in sight just now, but circumstances will cause him to turn up. The man who thinks he cannot be replaced finds out his mistake when the new man comes in. No self-respecting employer will put up with such a clerk, whatever position he may occupy.

It is a matter of experience that the employee who thinks his services cannot be dispensed with becomes negligent, ceases to be painstaking, gets to be more exacting and dictatorial in a way that is apt to upset the proper working of the business.

Developing Talents of Employes.

A broadminded employer is careful that opportunity be given to his employes to carry out some of their ideas as to the running of the business, and to leave scope for their private initiative, while reserving his right to approve of their plans. In that way the employes will take a personal interest in the welfare of the firm and develop new and fruitful ideas. In this connection let me quote a sentence from Andrew Carnegie the multi-millionaire: "'I would," he said "have engraved on my tomb the following words, which explain my success: 'Here lies a man who knew enough to employ men much abler than himself.' "

It takes a keen observer to find out the aptitudes and talents of his various employes, and to assign to each one of them the duties which he is likely to discharge to the best advantage. It is important to learn how to find out the true worth of men, and I must say that it is not a common talent. Men of keen intellect, as well as those of a dull disposition, should not undertake to grasp more than they can hold.

There should be a good division of labor, so that every department be left in the hands of competent men who see, think and act for the greater good of the firm.

In applying these principles you will find that your salesmen will not be satisfied with a condition of semi-activity. They will take means whereby practically there will be no dead season for your business. There are stores wherein activity reigns from one end of the year to the other. True, at certain seasons, there may be less bustle than at others. But still activity does not cease and interest does not waver even during those periods of relaxation, while next door no customers are to be seen. It would seem that in stores of this latter class sellers are rather disgusted with their calling and refrain systematically from carrying on their work.

If you consider things in their true light you will soon find out that it is the selling faculty that has led most people to fortune.

Business Methods that Win Success

Some of the out-of-the-ordinary plans adopted by retailers tn bring trade to their stores.

J. N. McGregor, Oakville, had a customer the other day who had difficulty in making a parlor door hanger work. Mr. McGregor wasn't quite sure himself, but he said : "I'll let you know for certain by to-morrow night." The next day the editor of The Journal found him in the manufacturer's office getting the necessary information. That's the way to win and hold trade.

A Composite Window Display.

Stanley Mills & Co. use a practical method to make a double window trim. They have a window about eight feet square, and they elevate a space of about four feet square in the rear corner to a height of about two feet, on which they make a display of paints. Below this on a shelf about a foot high they show lawn mowers, spades, rakes, sprayers, garden trowels, etc., whitewash brushes standing on end in the space between the shelves. Then on a space a foot or so wide on the window floor in the front and in the doorway is a space for mechanics' tools, seeds, small brushes or similar articles. The back of the window is also used for window hangers, while on the wall are narrow shelves on which paint specialties, window screens, etc., are shown. For a trim showing a variety of lines this arrangement is very good.

Demonstration in Window.

C. W. Conn, Tillsonburg, conducted a "Chi-Namel" window demonstration in April, the result of the lady demonstrator's work being very satisfactory, coming just before the housecleaning season.

Money in Side Lines.

"That vacuum cleaner has paid for itself three times already," said John Caslor, Toronto, before Good Friday, pointing to an "Onward" hand machine he has had about a year. He has five hand and one electric cleaner, and these are frequently all out at once. On the last Friday in April Mr. Caslor sharpened four lawn mowers at 75 cents each, and rented out his six vacuum cleaners, his total receipts for the one day on these two lines being $12, without an article going out of stock.

Mr. Caslor also landed an order for Brantford roofing last week on condition that he put it on. Finding it impossible to hire a man, he did the job himself, he and his helper earning $14 in about seven hours' work, in addition to the profit on the sale.

Money can be made on side lines if it's gone after.

Rural Phone Brings Trade.

Robert Smith, of Smith & Shafer, Bolton, Ont., is Secretary of a rural telephone company in addition to his hardware store duties. "It is surprising how much business our 'phone brings us," said Mr. Smith ; "it almost keeps one of our clerks busy. Repairs for such articles as cream separators and small implements are being constantly asked for."

Smith & Shafer do a very large business in seeds, their account with Steele, Briggs & Co. running about $3,000 this year, and this is a business with a $36,000 turnover. No one was handling seeds in Bolton when the firm took the line up, and they find it a trade-bringer, helping to sell a good many lawn and garden tools, lawn fencing, hose, etc.

Vacuum Cleaners as Premiums.

Turner & Conklin, Dowagic, Wisconsin, recently used vacuum cleaners to build up new trade. They had a side street location, so they resorted to premiums. Their system is : Buy $10 worth and pay $5 cash and the cleaner is given to the customer ; buy $25 worth and pay $3 ; buy $50 and pay $2 ; buy $75 and pay $1 ; buy $100 worth and get the vacuum cleaner absolutely free. As a purchase is made coupons are given recording the amount of each sale. This plan enables the firm to keep exact tab on what results the premium system is bringing them.

Color Cards for Window Ceilings.

Gardiner & Co., Woodstock, used a novel idea in a paint window display last month. Over a neat arrangement of Elephant Paints, Jap-a-lac and "Steel Grip" brushes they strung a series of long, narrow color sample cards to roof in the display and give life to the upper portion of the window.

Big Sale of Brushes.

The Bond Hardware Company, Guelph, make a special push on brushes every April, putting out a canvasser to call on the grocers and general storekeepers in their district and booking as many orders as possible for scrubbing and whitewash brushes and similar lines used in spring housecleaning. In a couple of days' canvass in April over $500 worth of brushes were sold by one of their staff.

Gives Commission to Customers.

J. W. Peacock, Toronto, tells of how he recently sold eight washing machines. "I was visiting a friend in the country and met a lady who was thinking of buying a washing machine, so I asked her if she had ever seen the ———. Interesting her in it, I offered to ship it to her on trial, and if it wasn't satisfactory to stand the express both ways. She accepted the offer and kept the machine, and since then she has sold machines to seven of her friends, I allowing her $1 commission on each sale." Mr. Peacock has another customer who has sold twelve machines for him on the same plan, so between the two he has disposed of twenty washers within one year.

Makes Window Do Double Work.

J. E. Young, London, has one of his show windows constructed in a manner which makes it possible for him to make the window do double service. At a slight elevation from the sidewalk he has a display of mechanics' tools on a flat floor ,while about thirty inches above this is a sloping platform filling the entire window, on which fishing tackle is shown. Both sections are well lighted at night, and the result is much more effective, both in appearance and returns than the ordnary single platform window. Merchants having small windows can adopt this plan to advantage.

Paint Color Board Helps Sales.

A. Ballantyne, Brantford, has a large panelled paint color board suspended on pulleys from the ceiling of his store. When a customer visits the paint department a slight pull brings down the board for inspection. Prices are marked on it in plain figures, his charges for S.W.P. being $2.50 per gallon, and for turpentine and raw oil, $1.40 per gallon—40 cents per quart and 20 cents per pint. Boiled oil is quoted at $1.45.

Paint and Varnish Trades

SUGGESTIONS REGARDING PAINT ADVERTISING

(Written for The Journal by C. M. Lemperly.)

In my last two or three articles, I have dealt with the methods, the ways and the principles of getting business. It is the purpose of this article to show specifically how newspaper advertising can be used to advantage by the retailer of paints and varnishes. There are plenty of dealers in the Dominion who are using newspapers. But if their advertisements were put to the efficiency test, they would not always measure up.

Now, it is impossible to actually tell about the effectiveness of newspaper advertising. If we all knew that our ads. could and would pull when written a certain way, we would all use that way and never change. But the element of uncertainty enters in. We can only apply the methods that we believe have the right principles behind them. We know that the truth and the integrity of our statements must be well founded. We also know that our story must tell something about the goods we have in stock and wish to sell. It will, of course, be taken for granted that your products to advertise are of the best, and have a reputation for quality, durability, color, etc. With this in mind, how shall we prepare our ads. for this spring and summer?

First of all, I believe strongly in making class appeals. By that I mean, devote one ad. to housewives, another to farmers, another to the man of the house, and still another to the painter. These are the chief users of your goods. I believe in making distinct appeals to these classes? Then in the same way, when this series has been run and repeated, it is always a good plan to take each product and handle it in the best way you know how. For instance, take outside house paint and devote not only one ad. to it, but an entire series. Although be sure to treat nothing but house paint in such ads. Then take the other lines, such as floor paint, buggy paint, enamels, stains, varnishes, etc., giving each

DON'T WAIT FOR "GEORGE"—HE MAY NOT SHOW UP. THEN YOU'LL BE STUNG.

When houses, barns and fences are to be considered, never wait for "George." You know, he's the fellow most people let do their work for them. If you wait for "George" to fix up your house and barns and fences, they will all tumble down. It's up to you to keen them looking the best you know how. It is surprising how you can change your whole farm by simply giving a coat of good, durable paint to your house, barns and fences. It doesn't cost much and saves repairs and possibly new buildings. It not only preserves, but it adds freshness and the impression of thrift and prosperity to your farm. It is far cheaper to use paint than to build. But be sure you use Blank's paint—the kind we stand back of through thick and thin. It will mean profit to you. We will show you colors, and will tell you about how much it will take. We also carry the best wagon and implement paints you can get within 100 miles of here. Drop in any time. You'll find us here.

JACKSON & JOHNSON.

Suggestion for ad. to farmers.

WHY NOT USE GOOD BUSINESS JUDGMENT AT HOME AS WELL AS AT YOUR WORK?

You say "Why of course I do." But it is really surprising to find out how few men really do use good business judgment at home. They let things slide from under their thumbs, yet they'd hate awfully to be called unbusinesslike and neglectful. But let us tell you something. There are hundreds of homes right in this vicinity that haven't seen a coat of paint for years. There are more barns than houses in the same predicament. Going to decay just because their owners can't see now that it is cheaper to prevent decay than to build new buildings. Think of it! When building is so high and paint isn't any higher than it ought to sell for—that is, good paint. Now, We have the kind that's really good. Our name is back of every can and if we can't show you how it will improve and preserve your property, we'll go farming instead of merchandising. Take our word for it, if your property is on the downward run, we can help you freshen it up and keep it up; color samples gladly for the asking. Let's have a chat. You know where we are "at."

JOHNSON & JACKSON.

Suggestion for ad. to man of the house.

PAINTERS BUY PAINT AND VARNISH BY REPUTATION. THAT IS WHY.

they buy our products. They know that past performances tell the quality of the goods. All the high sounding claims in the world won't induce a painter to try out a piece of goods if he hasn't the knowledge that he is trying goods made by a reputable house and goods made by a reputable house and goods that have "made good." As a painter, you want known values. That is why you will some time insist upon having nothing but Blank varnishes and Blank paints. Our desire is to convince you NOW, as we believe we can save you money, make you profits, and give you a name that will be a big asset to you in this vicinity. We like painters and aim to treat them right. Come in and see us.

JACKSON & JOHNSON.

Suggestion for ad. to painters.

OUR BUSINESS POLICY AUTOMATICALLY DISCHARGES ANY CLERK IN OUR EMPLOY.

who is found or reported to be discourteous to lady customers in our store. We are very proud of our paint and varnish department. We think we have a reason to be, because we not only have products that have a reputation for selling at the right price and for doing what is claimed of them, but we have an unwritten law that assures every lady of gentlemanly treatment at all times. Whether she buys or not, she is here welcome to come and look at pretty color schemes, to read the paper, wait for her car or to find out about staining a library chair. In short, this store caters to ladies and solicits their patronage. Our word has been good in the past. Rest assured that we mean what we say now. Come in any time.

JACKSON & JOHNSON.

Ad. to housewives.

one a good display and telling the vital points always with your readers in mind. If you are trying to treat a varnish that is made for painters, don't tell them that it is neatly put up and can be applied with no knowledge of varnish, because those things would appeal more to the housewife, and the painter doesn't care so much about the package, and he's pretty sure to resent being told that he doesn't have to know about varnish to apply it—because he expects to know about it, and few painters are looking for a varnish just because no previous experience is necessary. They know the game or should know it, and are willing to use the varnish you have to sell if you can get at them from their viewpoint and tell them about more practical things. It is the same with farmers. They are interested in their fences, their houses and their barns, or anything that would pertain directly to their saving money. They are in the market for paints that preserve and do away with repairs. They like to have their pride appealed to, and when you tell them how nice their wagons and implements can be made to look with just a coat or two of your paint, you are pretty sure to be talking through your mouth and not your hat. They don't like "fly-by-night" stuff, but they do like a joke now and then mixed in, or a reference to their prosperity.

With these things and other points in mind, I call your attention to the sample ads. accompanying this article. These are just intended to convey to your mind an idea of the "copy" and not the illustration. Any one or all can be illustrated in such a way that greater effectiveness can be secured. But the copy is the thing that bothers most retailers. They haven't time to prepare just the kind of copy that pulls, because it takes time to write such matter and to get it up in good shape. In the accompanying ads., appeals are made to four classes—the farmer in No. 1, the man of the house in No. 2, the painter in No. 3, and the housewife in No. 4. Sift them down and you will find the statements based on selling points—and those points are needed in advertisements just as well as in personal interviews. Try out a little campaign of your own along these lines, work up some illustrations, and I believe you will get results.

HOW PAINT MANUFACTURERS HELP RETAILERS.

Although we would hesitate to say that the last step has been taken in promotion effort by the paint manufacturers of this country, yet when the full scope of their propaganda work is reviewed it seems almost impossible for expert ingenuity to evolve anything more effective than what is being done at the present time. Paint manufacturers on the American continent may not lead other producers in the direct advertising of lines, but in the development of the principle of team work they are certainly unapproached. In paint promotion efforts of to-day we have co-operation between manufacturer and merchant brought to a very fine point. True, it is that in helping the merchant to sell a particular brand of paint the maker concerned is helping himself. But he does not pose as a philanthropist. He simply says to the merchant, "You sell my paint, and in return I will do my best to help you create a demand for my particular brand." It is a thoroughly sound business proposition. We only wish the hardware trade had more of such instances.

The promotion efforts of the various paint manufacturers of the country are naturally so much on a line with each other that in describing the propaganda of one company all the rest are illustrated. There are no patent rights to be obtained on any particular advertising effort. What one does, another can easily follow. The only difference is the degree to which it is carried, or, in other words, how much money a manufacturer choses to spend upon it. One manufacturer may issue a more artistic and elaborate series of house designs, while another may send out a better window trim; but apart from the relative superiority of the one over the other the propaganda of the various paint makers are practically the same.

But just think what this propaganda covers! It covers every device that can be thought of to interest the public and swing business into the way of the merchant. It does not only mean general advertising to the consumer, calling attention to the merits of a paint, but also local advertising over the name of the hardware merchant. Let a merchant express but a desire for some particular form of advertising, and if it is a reasonable request, it is cheerfully accorded. Things move swiftly in these days, especially in paint advertising. The amount spent in promotion efforts increases rapidly every year. One paint manufacturer told the writer that in three years his firm had doubled the appropriation for this work, but, as he said, the results justify the expenditure.

From local newspaper advertising to the painting of a store, a large advertising field is covered. Thus we have artistic pictures of color schemes for houses, window trims, folders of different designs with the merchant's name upon them, circulars, fence signs, store signs, hangers, color slats, model houses, dozens of devices to attract a a customer's attention while in the store, and last, but not least, the follow-up letter. A great development of paint promotion effort is shown by the follow-up letter. Probably no more effective way for swinging in business was ever evolved. Of course the results depend upon the strength of the arguments put up, and upon the thoroughness with which the merchant has picked out the probable paint consumers in his district. But handled properly the follow-up letter is a great business puller.

It is an education in advertising methods to visit the promotion department of a paint manufacturer, and notice the varied and many ways whereby the manufacturer directly and indirectly aids the merchant. Here on one table there are new designs for a poster, a series of color designs, a window trim, etc., all seemingly more ambitious in their general get-up than their predecessors; on another table there are rough drafts of some novel newspaper and magazine advertising, further on a rearrangement of a color folder is being made—a new shade is to be introduced and that means a fresh arrangement of the whole series, and so on. In every plant the promotion department is a scene of bustle. It is team work brought to a high degree of efficiency. "The pace is getting too hot," says one maker, "the emulation among the various producers is carrying things too far. The expense already is tremendous." May be, but the turnover of the factory does not stand still, and results can justify any expenditure.

Some Retailers Neglectful.

Do merchants generally take as full advantage as they might of the aid offered by the paint manufacturer! Are there not many cases where really effective advertising matter—matter which cost the manufacturer hundreds of dollars to produce—is thrown carelessly under the counter because the merchant has not yet learned the great virtue of advertising. May be, too, the fact that the merchant has not had to pay for it

induces this lack of appreciation. Better it is to wrap up nails in a pretty and costly hanger, or use a color card as a temporary stopper, for an old can than let it lie fallow beneath the counter.

For the promotion-work of the manufacturer to bring in results in any way commensurate with the cost of production, the merchant must take his full share in the team work. He must distribute his circulars and he must hang up his hanger. The man who fully realizes the advantages of advertising does not need to be told this. But the merchant who is not so happily placed must open his eyes, and, quickly, too, or he will find that his competitor has outstripped him. The merchant who is oblivious to the value of the advertising matter of his manufacturer is like unto the man who, toiling along a dusty road and with little time to spare, refuses the lift offered by a passing teamster.

There is just one more point. All the help of the manufacturer will be of little avail unless the merchant is enthusiastic over his paint department. He must have confidence in his goods and confidence in his powers to sell them. No matter how large may be his consumptive field, or how high in quality his brand, he cannot exact his right amount of success unless he is inspired with enthusiasm. Enthusiasm means this much to the merchant—that he will leave no effort undone to make his paints go, that he will utilize to the full the help of his manufacturer, and that like Oliver Twist, he will be always clamoring for more. With enthusiasm a selling campaign becomes a source of pleasure; without it, a source of worry and trouble.

There must be no cessation in the efforts to stimulate the demand for paint.

Because orders are swinging in freely, it is foolish to think that promotion efforts can be slackened off. The buyer of to-day is not the buyer of to-morrow and the day after. All must be looked after. No merchant can cover a district so thoroughly that there is no room for further efforts. It is the repeated knocking that brings in the best results.

There is a great field for paint in Canada. Despite the enormous amount of paint that is being sold, the need of paint and the desire for paint are developing to a much greater extent. Despite competition there need be no fear as to supply being greater than the demand. Every merchant who is a believer in his paints and who backs up the propaganda work of the manufacturer to the utmost of his power, can to-day command success.

PAINT MANUFACTURERS' WINDOW TRIM.

Ingram & Davey, St. Thomas, featured "Lacquer-et" and "Minerva" paints in a recent window display, a reproduction being shown herewith. While at first glance there appears to be too many window hangers, etc., in the display, a study of the trim shows that the matter supplied by the manufacturers helped out the window very materially.



Display of "Minerva" Paints in Ingram and Davey's store, St. Thomas.

ADVERTISING VACUUM CLEANERS.

Magladery Bros., New Liskeard, advertise: "No carpets to beat. Vacuum cleaner to rent.. We have just got in a new and up-to-date vacuum cleaner which we are prepared to rent at the following prices: One-half day, 50c; one day, 75c. We will deliver the cleaner at your house, show you how to operate it, and call for it when you are through. This is a good way to lessen the work of housecleaning at small cost."

These prices are pretty low. In Toronto, where competition is very keen, the prevailing rate is $1 per day for hand and $2.50 for electric machines. The investment necessary and the danger of breakage makes $3 a fair charge for renting an electric machine.

Judging by the demand from retail hardware merchants for show cards and advertising matter, there are going to be some good window displays of brushes this spring. The The Boeckh Bros. Company offer to send a supply of cards to any one handling their line of brushes.

Heating and Metal Working

HOW TO HEAT EXPOSED ROOMS.

By Hollis W. Field.

Traditionally, every house that is heated by the warm air furnace has "one cold room." This cold room most frequently is that particular upstairs room against which the cold winds are blowing most directly. Likely this room is the northwest room of upstairs, as the northwest wind is keenest. What should one do to bring up the warm air from the furnace?

That simplest thing is for the furnace attendant to discover the cold pipe leading to the room and cut off for a few minutes the heat to every other pipe leading from the furnace. At once this forces the combined heat from the furnace into the one open delivery pipe whose cut-off remains wide open. This body of heat forces out the heavy, cold air that has been blocking that particular pipe as effectively as if the pipe were full of frozen water. After a few minutes in which the pipe warms and warmth permeates the room, the "cold" room is rendered comfortable thereafter.

Presuming that one has an electric fan, however, the fan is one of the easiest instruments for correcting the stubborn warm air register, the hot water radiator, or the steam radiator in the cold room.

To use the electric fan on the warm air register, place the fan with its back close to the register and turn on at full speed. This acts as a suction pump, pulling the cold air from the furnace pipe and drawing the heat into the room.

In the case of a bulky steam radiator, especially, open a window and turn the fan blast of cold air against the radiator. Whatever slight heat is in the radiator will be contracted by cooling and the tendency toward a vacuum will serve to draw greater warmth down the pipe. As the steam (or water) moves up into the radiator, the continuation of the cooling and contraction forces the further impetus of the heat until the desired warmth is obtained.

One further statement may interest the reader. Hot water and steam heat are the driest of all forms of heat delivered into the modern house. The hot water and hot, moist steam in the radiator are sealed here. One cannot bring an artificial heat of 70 degrees, Fahrenheit, by means of the hot radiator without making the atmosphere too dry.

THE COMBINATION SYSTEM OF HEATING.

From Pease Foundry Co's New Catalogue.

It is now twenty-nine years since John Fletcher Pease evolved a novel and most efficient principle in house-warming, which he made known as the Combination System of Heating. Mr. Pease was thoroughly familiar with the heating devices in use up to that time, because he had been working with them for years, and he had become fully aware of their various deficiencies. So, aided by his mechanical ability and experience, he planned an apparatus which contained all the advantges of the warm air system, together with those of hot water or steam, without their limitations, and its descriptive title—"Combination Heater"—which naturally suggested itself to him, is the name by which the system has since been known. The history of it susefulness is marked with improvements, but to John F. Pease belongs the honor of being its originator.

The first of these new heaters was a steam and air combination, constructed to promote ventilation by the circulation of warm air, and to transmit heat by radiators, independently of weather conditions. Now, a certain quantity of fuel contains a latent power to produce a specified number of heat units, so the first consideration in the consumption of fuel is not only how many units of heat can be obtained from it, but also how much of their energy can be utilized. Years of experience have proved that the reputation of these heaters rests on their capacity to extract the largest possible number of heat units from their fuel through improved processes of combustion, and to transmit to the surrounding air currents the maximum of heat energy obtainable therefrom.

How It Works.

The combination system is simple and comprehensive. By an effective arrangement of boiler and air-heating surfaces the apparatus is able to warm and distribute air, and, with the same fire, to promote a circulation of hot water in the hot water combination or to generate steam in the steam combination. In the water and air combination the boiler is suspended within the combustion chamber ; in the steam and air combination a steel tubular (upright) boiler is located in the same position. The boilers are placed directly over the fire, thereby making doubly useful a large portion of heat energy, which would otherwise be used only in heating air.

When these heaters are in service, the cold air is warmed by passing through the heating chamber, is moistened by evaporation from the water pan, and is distributed to the chosen apartments through warm air pipes and registers. These registers are placed in the apartments nearest the heater, while the exposed and more distant rooms are warmed by steam or water radiators. Thus a method of inlet ventilation is assured.

Warm-air furnaces, of even the best and most modern construction, are limited to the heating of buildings of compact construction, for it is impracticable to force heated air to the exposed portions of buildings having an extensive area. —— —— Combination Heaters are particularly suitable for such buildings, as the hot water or steam can be transmitted to the most exposed rooms withou any appreciable loss of temperature.

Another advantage on the side of these combination heaters will become apparent when comparing them with hot water or steam plants which use direct radiation only, viz., so much of the energy generated in —— heaters by combustion is contained in the air-warming mechanism, that in a combination adjustment fewer radiators—and of reduced sizes—are needed on the ground floor, and in rooms where it may be necessary they can safely be discarded by substituting warm-air registers.

Limitations of Direct Radiation.

The greatest defect in any system of direct radiation lies in the impossibility of proper circulating the air, and of supplying an adequate quantity of fresh air in a building where this system alone is employed. This statement has never been successfully refuted. We find the most ardent advocates of direct heating appliances practically admitting the truth of it, when they specify and make for large residences radiators to be placed in stacks in the basement, and also ducts for conveying to these stacks fresh air to be warmed and distributed to the living rooms. We also find that the most modern and sanitary heating plants, installed in the most expensive buildings on this continent, consist of direct heating surfaces supplemented and perfected by a supply of pure, warm air forced into the rooms by means of fans.

It is our claim that the combination system is the only moderate-priced method in which are to be found all the advantages of both the direct and indirect methods of heating ; that is a system having the merits of both without their limitations ; and that is the only system insuring all the advantages otherwise obtainable solely through the use of enormously expensive schemes of indirect steam and water radiation.

No other system of heating demands so thorough an experience, not only in the installation of the heating plant, but also in the positive knowledge of the capacity of the heater, as the combination system. It is pre-eminently one that can safely be entrusted to experts only ; the constant failures of experimenters, amateurs and those of limited experience emphasize this fact, and justify us in saying that any one in the trade who undertakes work of this character for the first time will find he has much to learn. But it has also been proved by constant experience that the combination system is a perfectly successful method of warming buildings.

BRIGHT OUTLOOK IN WEST.

Mr. Charles Stewart, of the James Stewart Manufacturing Co., Woodstock, has returned from a trip through the Western Provinces, and reports that orders are being placed much heavier than last season, being a strong argument in favor of earlier buying. Mr. Stewart is enthusiastic about the prospects for the "Circle Waterpan" furnace in the West, the installation made last season having proven exceedingly satisfactory in keeping the air in the houses at the proper degree of humidity.

NEW JEWEL FURNACE.

The Burrow, Stewart & Milne Co., Hamilton, are introducing this year a special low furnace, constructed particularly for use in low cellars where it is hard to obtain a sufficient pitch in the warm air pipes. It is made in two sizes, 21, with a capacity of 15,000 cubic feet, and 23, with 25,000 cubic feet capacity. There is a four-inch air space between the radiator and fire chamber, and a large air space outside the radiator between the body of the furnce and the casing, and as the heat has to travel around the radiator before escaping to the smoke pipe the air is thoroughly warmed before reaching the registers. When a flat top is used the No. 21 furnace, cased, measures less than four feet in height. Descriptive circulars are available on request.

DOES THIS HIT YOU ?

How many furnace installation contracts have you signed up since we last mentioned the subject.

Then look at the matter from the other side. How many building permits have been issued by your municipal authorities, or how many new buildings do you find there are to be erected in the district in which you are doing business.

A comparison of the two will tell you whether or not you are getting all of what is yours ; or whether there are good dollars wandering around that might otherwise be looking forward to a peaceful home in your strong box.—McClary's Wireless.

DIFFICULT COLLECTIONS IN NEW ONTARIO.

A hardwareman conducting a store not far from Cobalt had a young Swede in his employ, whose education in the English branches had been neglected, but he was a great hustler. It occurred to the employer when business was rather dull last fall, to send the young man on a collecting trip, and when he returned the following interview took place:

"Well, Ole, did you see Peter Smith?"

"Yah."

"What did Peter Smith say?"

"He say he pay when he sell him mining stock."

"Good; did you find John Johnson at home?"

"Yah; Yon Yonson he say he pay when he sell him prospect."

"Well, Yon is all right; did you see old man Brown?"

"Yah, I see old man Brown."

"And what did Brown say?"

"Old man Brown, he say he pay next January."

"Is that so? First time I ever knew old man Brown to make a date. Are you sure he said January?"

"I tank so."

What makes you think he said January "

"Well, old man Brown, he say it be a blamed cold day when he pay."

CHANCE FOR INVENTIVE GENIUS.

The Association of German Iron Foundries is offering prizes of $250, $125 and $75, respectively, for the best three essays on the development of the cast iron stove. The questions to be considered are the means of using cast iron stoves in heating systems from economical, hygienic and commercial standpoints, with suggestions for increasing the use of such stoves. The manuscripts are to be addressed to the Verein Deutscher Eisengeisserein, Graf-Adolph Strass 47, Dusseldorf 3, Germany.

CORRUGATED METAL GARAGES.

A good field is open for metal workers in the construction of garages of corrugated sheets. In the States the Duluth Corrugating and Roofing Co., Duluth, Minn., are making a specialty of this class of work and supply blue prints to customers. They also have a booklet showing the various sizes and types of garages they build. Canadian metal workers might follow their plans with profit to themselves.

It is better to know the habits of clerks before you put them behind your counter than to find them out afterwards and to your own loss.

Stoves and Housefurnishings

PUSH GAS AND OIL STOVES.

With housecleaning over, the housewife is open to give consideration to the better equipment of her kitchen for the hot summer months, and the wise stove dealer will make a special feature of gas and oil stoves during May and June.

In the towns or cities where natural or artificial gas is available the dealer will necessarily feature gas ranges in his local newspaper advertising. Gas offers the ideal fuel for summer cooking, and the arguments in favor of its use, its handiness, cleanliness and cheapness are too well known to require repeating.

For window display purposes the gas stove can be readily used by merely running a pipe into the window and connecting up to the range. A boiling kettle will attract attention, and the suggestion of a cool cooking range given as a result of such a display will carry conviction and create desire in many a woman's mind.

The wide selection of gas ranges to choose from makes it possible for each dealer to feature a separate make and elaborate upon its features, the glass door in the oven or whatever its talking points may be.

The Hardware and Stove Journal knows of one Western Ontario dealer who made a canvas of his town for oil stoves with most satisfactory results. He had one of his staff take an oil range out on the delivery waggon and carry it into the kitchen of a customer, asking her to cook her dinner upon it. The plan sold about twenty stoves, and it will be repeated again this summer.

Oil stoves can also be featured in the larger towns as well as in the smaller places, as there are many farmers and workingmen who cannot use gas as yet.

J. N. McGregor, Oakville, who sold 46 "Perfection" oil stoves last season, advertised a demonstration for two weeks in advance in the local paper. Mrs. McGregor, who is the daughter as well as the wife of a hardwareman, conducting the demonstration herself, with a maid's assistance. Over 100 persons attended, and were served with biscuits, roast meats, tea and coffee prepared on the oil stove being demonstrated.

"How do you do your summer cooking?" was the inquiry made of each lady customer who visited the McGregor store, and with this opening conversations followed which resulted in nearly four dozen No. 3 Perfections being sold.

Mrs. McGregor spends considerable of her time in the store, and makes it a point to give personal attention to lady customers. She also takes a hand in planning the window displays, one of her successful trims last season, including a number of live rabbits disporting themselves over real sod in the window, linoleum being placed under the grass. A lawn mower and a "keep off the grass" sign helped to complete the trim.

Adams & Vandusen, Picton, who sold 49 "Perfection" coal oil stoves last season, also made it a point to draw the attention of customers to the oil stoves. They write :—"We had a sample of each kind on one floor, all the time, and on Saturday, or any time when a crowd was around, we placed one in front of our store, set a tea kettle on and lighted it. The steam arising out of the kettle attracted the attention of all who passed by. We personally recommended them to our friends, and our enthusiasm evidently had an impression on our customers."

TIN SHOWERS FOR BRIDES.

Hardwaremen have an opportunity to push the sale of tin and enamelware, and other kitchen utensils, during the coming month.

June is the open season for weddings, and some level-headed person has set the fashion of holding a "tin shower" for the bride to celebrate her setting up in housekeeping.

A "tin shower" window can be arranged without much trouble, various articles of tinware being suspended from the ceiling window in the form of a shower, a window card being used bearing some such phrase as : "Give the June bride something useful." Then the local editor might be asked to write an article on the window, telling how popular "tin showers" are getting to be.

Stock up this month in preparation for the big demand for housefurnishings in June.

PERSONAL CANVAS MAKES STOVE SALES.

An ex-commercial traveller, now in business for himself, has adopted methods which show that he has not forgotten his early training "on the road." He believes in personal canvass in selling stoves and household articles, and some of his methods of gaining an introduction into homes are, to say the least, unique. One day he rapped at the door of a comfortable-looking dwelling and greeted the lady of the house, who answered the summons, with :

"Good afternoon ; I have come to see about the stove."

"I was surprised to hear," he continued, without giving time for a response, "that you were inclined to think the stove we sold you a heavy consumer. The first complaint we have ever heard. Madame, we will take the stove back and give you a new one, or guarantee to remedy the trouble without expense. That is our method of doing business."

"There must be some mistake," said the lady of the house ; "our stove has not been working well, but we did not buy it from you. We've had it for twelve years."

Had used their stove for twelve years, and now found it was not working well ! What better argument could a dealer want to effect the sale of a new and up-to-date heater ? He gained permission to inspect the stove, pointed out the need for a new one, and a day or two afterwards installed a new heater.

This same dealer found pretexts of one kind or another to visit most of the homes in the town, and to talk stoves. His business was good—as he deserved. All merchants do not possess the suavity of manner and ingenuity of conception to carry out successfully

a campaign of this kind. They can, however, apply methods of a somewhat similar nature to their advertising, and make their personality show in every line of type in their ads. Get the ear of the man who needs a stove, and you will get his trade. People need stoves in winter ; they feel the need of new heaters at that time of the year more than any other season. It should be possible to sell stoves right through the winer months. Some men do it, and all dealers could, if they made the necessary effort.

STOVE AND HEATING TRADE NEWS.

The Percival Plow & Stove Co., Merrickville, are placing a new steel range on the market this season.

The Buck Stove Company, St. Louis, Mo., are contemplating the launching of a selling campaign in Canada. They have settled all their differences with organized labor.

Findlay Bros. Co., Carleton Place, are building an addition to their plant to keep pace with the growth of their business, and will be in a position to fill orders promptly this season.

Hugh Walker, Grimsby, formerly connected with the Walker Steel Range Co., has again started in business, manufacturing a line of stoves and ranges, the foundry being at Grimsby.

The National Manufacturing Co., of Ottawa, are considering a proposition from the town of Brockville which, if accepted, will mean the erection of a large plant there and their removal to Brockville.

The Enterprise Foundry Co., Sackville, N.S., are increasing their moulding shop capacity, and have recently installed several moulding machines. They are also building a sand warehouse, a fireproof building for patterns, and enlarging their plating department. An overhead trolley system has been installed to facilitate the handling of castings and other goods between the various departments. The many improvements made in the Enterprise plant since the disastrous fire of a couple of years ago has made the plant one of the best equipped in Canada.

DISPOSING OF THE SECOND HAND STOVES.

Handled promptly and with judgment, second-hand stoves can be turned to profitable account. They should not be allowed to accumulate in such a manner as to give an appearance of negligence and slovenliness to an enterprising shop, and there is no need for it if the man is the reverse of lazy and continually on the alert to improve the appearance of his establishment by having everything that he possesses in a salable condition. Anything which cannot be put in such condition should be promptly disposed of in some other way so thtt its appearance will not be a detriment. Some dealers in the larger centers have the dealer in old metal visit them weekly at this season to turn into cash material that would otherwise accumulate and be a nuisance.

MAY COOK FOOD WITH HOT AIR.

During a recent convention of bakers in London an apparatus was demonstrated which utilizes superheated air for cooking purposes. The steam of an super-heater, where in a series of coils above a coke ordinary kitchen boiler is conveyed in pipes to the fire, its temperature is raised to 1,000 deg. F. without increasing the pressure. Passed through the hollow rods of a griller, the air quickly raises the metal to the same temperature as itself, and then anything can be cooked, from a steak to biscuits.

The inventor believes that the kitchen of the future will have no blazing fire, and that everything will be cooked by the turn of a valve admitting the heated air. The air, after passing through the hollow grillers, can be further utilized for heating rooms.

SHOWER-BATH APPARATUS.

The accompanying sketch shows a shower-bath apparatus for use while reclining in an ordinary tub, altogether doing away with the overhead sprinkler-ring idea. A flexible tube connects the faucet of the tub with two spray tubes, which are hung just below the rim of the tub on each side by means of four hangers. The perforations in the tubes are so arranged as to throw the spray from the ends toward the center and across the tub, while the perforation nearer the centers of the tubes throw the sprays downward and across the tub at various angles.

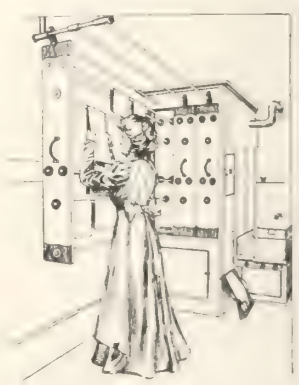


CURIOUS FOOT-WARMER FOR AUTOISTS.

A curious hot-water foot-warmer, designed for use in automobiles, has been placed on the market in England. Its unique feature is the openings in which the feet are placed. Between these openings is a receptacle for hot water, which is depended upon to give sufficient warmth. The bail for carrying the warmer can be engaged in one of the slots of a hinge plate provided for this purpose when it is desired to incline the warmer.

CLOTHES DRYING APPARATUS.

Clothes dryers may become as common in modern homes as laundry tubs, and with as good reason, especially in climates where the long and cold winters make drying outside a difficult and unpleasant task. Several concerns are building dryers of sizes suitable for private residences as well as for hotels or clubs. In some of them the waste heat from the laundry stove is used to dry the clothes, while in others steam heat or gas is utilized.



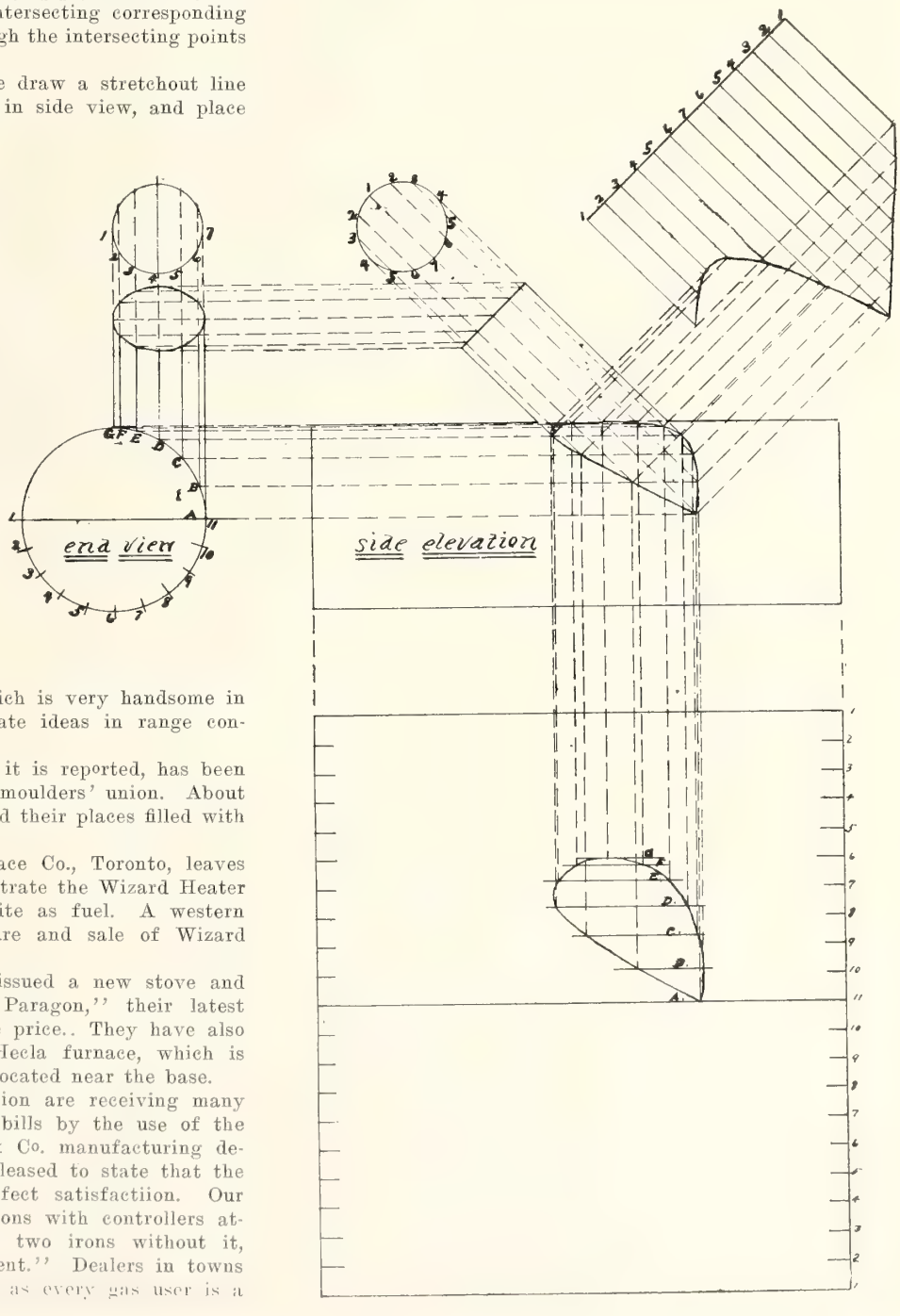
Patterns for the Tinshop

Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

A ROUND PIPE INTERSECTING A LARGER ONE ON AN ANGLE.

You will see from the end view that the smaller pipe intersects the larger one at the side. Draw end view first. Then the side view, showing the smaller pipe at the required angle. Draw a profile at the end of each small pipe and space them into any convenient number of equal spaces, as shown by 1 to 7. Draw lines from profile in end view, intersecting side of large pipe at A to G; also draw lines from points in profile of small pipe in side view parallel to sides of pipe, extending them indefinitely. From points in profile of large pipe, as A to G, and parallel to side of same, draw lines intersecting corresponding lines in side view. Drawing lines through the intersecting points gives the miter line.

To obtain pattern for incline pipe draw a stretchout line at right angles to side of small pipe in side view, and place spacings on same from profile 1-7-1. Draw lines from these points parallel to side of pipe, extending them indefinitely. From points in miter line of side view draw lines intersecting lines of corresponding numbers in stretchout. Tracing lines through these points gives pattern for incline pipe. To obtain pattern for hole in large pipe draw line at right angles to side elevation and place stretchout on same from profile 1-11-1. Take spacings A to G from profile of end view taking each spacing as it spacing as shown in stretchout lines. From points in miter line of side elevation draw lines intersecting lines A to G. Tracing lines through these points wil give pattern.



The Down Draft Furnace Co., Galt, will bring out this season a new high-grade steel range, which is very handsome in appearance, and embodies all up-to-date ideas in range construction.

The moulders' strike in Hamilton, it is reported, has been declared off by the head office of the moulders' union. About eighty men are interested, who now find their places filled with non-union labor.

Mr. Ryerson, of the Wizard Furnace Co., Toronto, leaves for Winnipeg in a few days to demonstrate the Wizard Heater and results to be obtained with lignite as fuel. A western syndicate will control the manufacture and sale of Wizard lines in the West.

Clare Bros. & Co., Preston, have issued a new stove and furnace catalogue illustrating the "Paragon," their latest steel range, which sells at a moderate price.. They have also made decided improvements in the Hecla furnace, which is now fitted with a circular water pan, located near the base.

The Canadian Gas Users' Association are receiving many letters stating amounts saved in gas bills by the use of the Perfect Controller. The W. R. Brock Co. manufacturing department write as follows :—"I am pleased to state that the Perfect Gas Controller is giving perfect satisfactiion. Our gas bills are no higher using three irons with controllers attached than they were before, using two irons without it, making a saving of at least 30 per cent." Dealers in towns should find this a profitable side line, as every gas user is a probable customer.

FORTUNE LOST IN SPECULATION.

The will of the late John H. Tilden, which was recently filed for probate, contained some interesting information regarding stock values. Stock with a par value of $222,900 has a market value of $5,100, and the total estate is valued at $17,121.58, the balance being insurance. Mrs. Tilden is appointed sole executrix, and the entire estate goes to her. The principal item in the catalogue is that of $152,000 stock in the Jackson-Tilden Typewriter Company. This is represented by a cipher in the market value column. Stock with a par value of $18,000, and $50,000 in the Fish River Copper & Silver Mining Co., and the Canadian Independent Telephone Companies, are represented as being worth $5,000, this being to the credit of the latter company.

The Anti-Splash Filter Co., Owen Sound, Ont., are introducing the Stretched Rubber Pattern Filter, which fits any water tap, and prevents all sediment from passing into the vessel receiving the flow.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Otterville Manufacturing Co., Otterville, Ont., are introducing a combination brass and iron fitting which has won favor in the United States.

The Tobin Arms Manufacturing Co., Woodstock, Ont., are now ready to fill orders for the new auger bit which they are placing on the Canadian market. The bit is double pointed and is claimed to be able to do its work twice as fast as any yet introduced.

Barn door pulls, barn door latches, harness hooks and cellar grates, have recently been added to the line of barn door hangers manufactured by S. B. Martin, Dalton, Ohio.

A portable door holder, which holds a door securely open at any width desired, is being placed on the market by the Portable Door Check Company, 141 Milk street, Boston, Mass.

The Gier & Dail Mfg. Company, Lansing, Mich., are introducing a line of steel shelf boxes, which, owing to the simplicity of their construction, may be sold at a price that will place them within the reach of all hardware merchants.

Crescent Forgings Co., Oakmount, Pa., are placing on the market the "Cresco" Wrench. It is drop-forged complete and case hardened throughout.

Superior Springs Hinge Co., 152 East Lake street, Chicago, are offering the trade the "Superior" Screen Door Check. This device is claimed to prevent screen doors or other light, single-acting doors or office gates from slamming. The check extends only 1½ inches from the door, 6 ¼ inches long and ⅞-inch diameter. The valve is of brass, a combination of ball and needle valve, so constructed that it allows free inlet, but regulates the air outlet. The other parts of the check are made of cold rolled steel. The check is made in but one size and two finishes, antique copper and dull brass.

The Elastic Tip Company, 370 Atlantic avenue, Boston, Mass., has perfected a new chair tip, which is designed for chair legs. It is easily applied, and when necessary to replace the worn out rubber tip the metal nail can be withdrawn from the brass socket and the new tip inserted without difficulty. It is explained that when applied to a chair it is practically invisible, not interfering with the appearance of the chair, and that it will not weaken or split a chair leg, and will not scratch a hardwood floor.

Chicago Hardware Foundry, North Chicago, Ill., are introducing the "Harper" improved Platformless Caster Truck. One of the meritorious features of this truck is that it raises the stove, refrigerator or other article on which it is used in the home sufficiently high, three inches, that the floor may be swept underneath. The article on the truck, when used in the store, it properly displays the stove to the intending purchaser. Every dealer knows the disadvantage of attempting to show a stove to a prospective customer unless mounted on a caster truck so that it can be moved to the center of the aisle or near the front of the store to a good light.

Hunt, Helm, Ferris & Co., Harvard, Ill., are introducing the "Canon Ball" House Door Hanger. Its construction is very similar to their "Cannon Ball" Barn Door Hanger. The house hanger is of the tandem type, adjustable, and the wheels are of the ball pattern covered with sole leather. The leather makes a durable covering and also makes the Hanger noiseless. The wheels are furnished with hardened steel roller bearings. The track has the same formation as the "Cannon Ball" Barn Door Track, except that it is made in lengths up to 12 feet instead of 3-foot lengths only, as is the case with the Barn Door Track. The track can be adjusted quickly at the opening with the use of a screw driver only.

Noxall water filters are being placed on the market in a variety of sizes and styles by the American Filter Company, 523 Market street, Milwaukee, Wis. Its line consists of everything from a small gravity filter for use where there are no water works, to large pressure filters of sufficient capacity to furnish pure drinking water to the largest buildings. The sizes of particular interest to merchants are the JR., No. 1 and No. 3, which have a capacity under average conditions of 5, 10 and 20 gallons per hour each respectively.

North Brothers Mfg. Company, Philadelphia, has recently placed on the market the New Rapid ice breaker, No. 108. The machine is galvanized all over, including frame, flywheel, etc., to prevent rust, is smaller than the company's former breakers and is intended for hotels, restaurants, bars, ice cream makers, etc., where it is desired to break ice by hand quickly, at only a small outlay for the machine.

The Peerless Specialty Co., Chicago, Ill., are offering the "Peerless" fruit and vegetable eyes, for removing the eyes and cores of pineapples, cores from apples, half the cores from pears when prepared for canning, eyes and bad spots from potatoes, cores from tomatoes, etc., while for preparing grape fruit it has no equal. They are put up one dozen in a cardboard display stand.

NEW SIDE WALL REGISTER.

The Canadian Heating and Ventilating Co., Owen Sound, are putting on the market a new side wall register, the "Empire Special." It is neat, and artistic in design and its handsome appearance makes a very favorable impression at first



sight. It promises to be a great seller from the fact that it meets the demand for a register with a larger opening than the average, and yet sells at a moderate price.

THE HATCH PARLOR DOOR HANGER.

The hardware trade of Canada will be interested to know that the Canada Steel Goods Co., Limited, Hamilton, are placing on the market a new Parlor Door Hanger with cushion track. This hanger is claimed to be superior to either Lane's or Prouty's, combining the best features of each, while the price is lower. Merchants can make a good profit on this line, and those people desiring to control this hanger in their towns should send in their orders early.

The "Hatch" combines all the best known features in Door Hanger construction, being easy to put up, noiseles in action and quickly adjusted. The wheels have vulcanized fiber tread and steel flanges fitted with brass bushing, and turn on steel axles which reduce friction, the fiber on wood making it absolutely noiseless. The adjusting screw is pointed and is easily started. The locknut is rolled smaller than the diameter of the screw, insuring a permanent lock. A steel lip on the hanger fits close under the track and make it impossible to derail. The centre stop is attached to the jamb and rubber-faced roller guides keep the door in alignment. There is no cutting, grooving or countersinking necessary on the door. The rail is made from seasoned, kiln dried hard maple, reinforced by a heavy steel channel, which makes it impossible to warp either vertically or horizontally. The steel channels are notched at six and twelve inches from the ends so the desired length of track can be obtained by sawing through the wood. A few bends will break the base of the channel which is left there to give additional strength to the track. It is packed in double sets with screws, roller guides, and eight feet of track.

"WEAR-EVER"



The Buyer for the Home

She believes in the merchant who does business on the Quality basis—in goods whose trade mark is backed and pushed by energetic advertising.

The "Wear-Ever" trade mark means quality in cooking utensils.

Its prestige means to you, not only pleased and profitable buyers of cooking utensils, but more trade on your other lines.

It helps to make your name synonymous with quality.

You should have "Wear-Ever" advertising—magazine and dealer aid—working for **you.**

Write

The Northern Aluminum Co., Limited

Toronto, Ontario

ALUMINUM WARE



IN CASE OF FIRE

The insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of the McCaskey Gravity Account Register System, the chances are you have none.

Only One Writing **The McCASKEY SYSTEM** First and Still the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

A letter or postal will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know you want information.

DOMINION REGISTER COMPANY, LIMITED, Toronto, Canada

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Hardware Merchants

and others whose correspondence is limited should write for our Catalogue of

Rebuilt Typewriters

which contains illustrations and prices of all popular makes of machines taken as part payment on the famous

MONARCH

They have been carefully remanufactured, and are put on the market at a fraction of the original cost. They are just the thing for a merchant who needs a typewriter, but feels he cannot afford the price of the Monarch—

The King
Of All Writing Machines

The Monarch Typewriter Company, Limited
46 Adelaide Street West, Toronto, Ont.

Branches: MONTREAL, LONDON, HAMILTON AND OTTAWA

Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Catalogue No. 75, issued by the Pease Foundry Co., Toronto, and the Pease-Waldon Co., Winnipeg, is a complete work on warm air, combination, hot water and steam heating, and will be handy alike to users of Pease and other heating equipments because of the valuable data contained on all phases of heating work. Full instructions are given regarding the installation of the various kinds of heating systems, particular attention being given of course to "Economy" systems. The book is in handy pocket size, and contains 110 pages.

F. W. Bird & Son, Hamilton, have issued a 24 page booklet, giving valuable information on the subject of prepared roofing, "Neponset" roofing and building papers being featured.

Tobin Arms Manufacturing Co., Woodstock, Ont., have issued catalogue 211, a book of 32 pages, in which complete descriptions are given of the various types of shot-guns made in "Canada's first shot-gun factory," in which over $100,000 has been invested in plant and machinery during the past two years. An important feature of the catalogue is the listing of guns at net prices, the old system of high list prices and discounts having been found unsatisfactory. Two particularly fine guns are numbers 100, listed at $65 for live bird and trap work, and 70, listed at $45, and built especially for trap shooting.

The McClary Manufacturing Co., London, have been helping customers in the Maritime Provinces by conducting a series of demonstrations of their gas ranges. One of the successful demonstrations conducted by T. E. Taylor for the McClary Co., was in the store of the Summer Co., Moncton, N.B., natural gas having been recently struck in that locality.

Wheeler & Bain, 179 King street east, Toronto, have issued a well illustrated catalogue describing their furnaces and sheet metal products. Their line of galvanized eave troughs, conductor pipe, hot air registers, camp cook stoves, etc., is very complete, and the book should be added to retailers' files.

The B. Greening Wire Co., Hamilton, report having received many inquiries for samples of their Antique Bronze Screen Cloth, referred to in last month's Hardware and Stove Journal. Samples will still be sent on request.

Catalogue No. 7 has been issued by the Richards-Wilcox Manufacturing Co., Aurora, Ill., door hangers, sleds, and hardware specialties being featured.

The McClary Manufacturing Co., London, are helping their local agents by using space on the billboards throughout Canada.

The Martin-Senour Co. are covering Canada with a billboard advertising campaign, both lithographs and painted signs being used, one of the latter being located on one of the most prominent sites on Hamilton Bay.

A departure from the old way of packing strap and T hinges is noted in the new method used by the Acme Steel Goods Company, 2836-2840 Archer Avenue, Chicago, Ill. This company is packing hinges in individual, well labelled pasteboard boxes, one pair to a box, with screws, and in cases of 6 to 12 dozen pairs. The change of these items from bin to shelf hardware and the time and annoyance saved in breaking bundles of hinges and counting screws will be appreciated by hardware merchants.

The Nicholson File Company, Providence, R. I., and Port Hope, Ont., has just issued an instructive catalogue describing all kinds of files and rasps now in common use. Pages 54 to 59 illustrate special cuts of files, double cut, single cut and rasp, which show a comparison in style and coarseness of cut between the various sizes of files in the kinds shown, including rough, coarse, bastard, second cut, smooth and dead smooth.

The Rubberset Company, Newark, N.J., represented in Canada by the International Distributing Co., Coristine Building, Montreal, has issued a book entitled, "First Aid to the Retailers." It contains a series of ideas for window, store, newspaper and catalogue publicity. Half-tone illustrations of the window displays are shown, and business drawing ads. are reproduced.

F. E. Myers & Bro., Ashland, Ohio, have issued a new Spray Pump catalogue. This book fully illustrates and describes their complete line of hand, bucket and barrel Spray Pumps, also power Spray Pumps, Nozzles, Fittings, etc.

The National Manufacturing Company, Sterling, Ill., have issued a new catalogue of builders' hardware including door hangers, door latches, butts, hinges, hasps, hooks, locks, pulls, sash lifts, washers, etc.

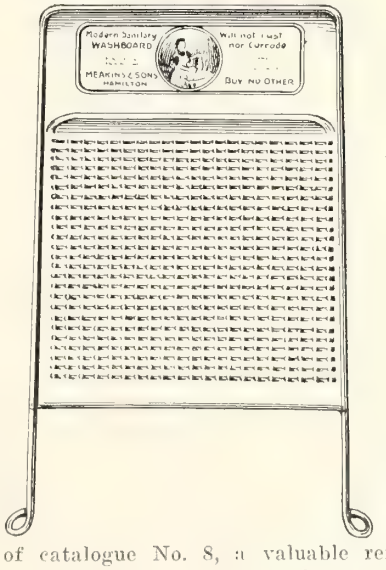
"Selected Specialties for Summer Sales," is the title of a 32 page catalogue just issued by E. T. Wright & Co., Hamilton, Ont. Oil and gasoline stoves and similar hot weather goods are featured.

The Queen City Oil Co., Toronto, are circulating an elaborate 88 page catalogue entitled "Light and Heat, in which "New Perfection" oil cooking stoves, "Perfection" smokeless oil heaters and "Rayo" lamps and lanterns are featured. A new steel oven, with glass door, is shown on page 13, while the new "Rayo Junior" table lamp is illustrated on page 29. The new "Sterling," a minature oil lamp, shown on page 46, should prove a wonderful seller. "Rayo" lanterns are not yet on the Canadian market, but they have won a splendid name for themselves in the United States.

Pratt & Lambert, varnish manufacturers, Buffalo and Bridgeburg, Ont., are publishing a magazine called "Selling Power" for the assistance of their retail dealers. In the last number over 20 booklets gotten out to help land customers are illustrated.

The Capewell Horse Nail Co., Toronto, Winnipeg and Vancouver, has issued a twelve page booklet describing the materials and processes used in the manufacture of their line of horse nail.

J. Wiss & Sons Company, Newark, N.J., have issued a catalogue of 88 pages, showing shears, scissors, razors, tinners' snips, pruning shears and fine cutlery. There is also an interesting six pages on "How Good Shears Are Made," with illustrations of the various processes. Lines of fine handles for Wiss razors, razor sets and display boxes, razor strops, manicure goods, shears in cutlery boxes and flexible cutlery cases are also shown, together with sample window displays of cutlery for the assistance of retailers.



Meakins & Sons, Hamilton, are offering to the trade a modern sanitary, all-metal washboard, which is having a large sale. It has many strong selling selling points which appeal to the customer on first sight, among which are its wearing qualities, being all metal, with no wood to places for dirt to collect, no nails to come out and tear clothing, no zinc to come loose and cut hands, and it is claimed it will not corrode.

G. F. Stephens & Co., Winnipeg, who publish a house periodical entitled "Stephens' Paint News," announce the publication of catalogue No. 8, a valuable reference book, for Western hardware men, on paint, glass, painters' brushes and paperhangers' supplies.

The Canadian Yale & Towne, Limited, has been incorporated with $100,000 capital to erect a plant at St. Catharines, where the well-known Yale & Towne line of locks, builders' hardware, etc., will be manufactured for the growing Canadian trade of the company, the headquarters of which are at Stamford, Conn. The Canadian plant will be erected this year, and be ready to supply goods to the Canadian trade in 1912.

New Offensive Weapons Act

Hasty Legislation passed in an attempt to restrict sale of firearms to foreigners.

During the closing days of the last session of the Ontario Legislature, a Bill, the "Offensive Weapons Act" was slipped through, the three readings being given in about a week's time. Although the Act affected very materially the interests of the retail hardwaremen of the Province, no opportunity was given them of expressing their views regarding the proposed legislation. The Act was not put into force at once, but was left inactive, subject to an order from the Lieutenant-Governor.

On Good Friday, a number of Italians in Toronto, got into a row and one was killed with a butcher knife, a revolver being found on one of the participants. An order was then given to put the law into force on April 22. The Act reads as follows:

1. This Act may be cited as The Offensive Weapons Act.

2. Every person who exposes for sale, offers for sale, or sells bowie-knife, dirk, dagger, stiletto, metal knuckles, skull cracker or slung shot, or who sells a revolver, pistol or air gun to any person other than one holding a certificate issued under section 118 of the Criminal Code, or one, being over 18 years of age, who produces to and leaves with the vendor a permit in writing, signed by the Superintendent of Provincial Police, or a Chief Constable of a city or town, allowing him to purchase a revolver, pistol or air gun, shall be guilty of an offence and liable on summary conviction to a penalty not exceeding $200 or less than $25, or to imprisonment for a term not exceeding six months with or without hard labor or to both, and the bowie-knife, dirk, dagger, stiletto, metal knuckles, skull cracker or slung shot, revolver, pistol or air gun so exposed or offered for sale, or sold by such person, shall be confiscated by the Police Magistrate or Justice and transferred to the Superintendent of Provincial Police, or destroyed as such Magistrate or Justice may see fit.

3.—(1) Every person who sells a revolver, pistol or air gun under the provisions of section 1 hereof, without keeping a record of the date of the sale, name of maker, serial number of such revolver, pistol or air gun, and the name, address and occupation of the purchaser or who sells or exposes or offers for sale any revolver or pistol which does not bear a serial number and the makers' name, shall be guilty of an offense and liable on summary conviction to a penalty not exceeding $200 or less than $25, or to imprisonment for a term not exceeding six months with or without hard labour or to both, and the revolver, pistol or air gun so exposed or offered for sale, or sold by such person, shall be confiscated by the Police Magistrate or Justice and transferred to the Superintendent of Provincial Police, or destroyed as such Magistrate or Justice may see fit.

(2) The record referred to in subsection 1 may be inspected at any time by any peace officer and a copy thereof shall be transmitted by the person making the sale to the Superintendent of Provincial Police within seven days after the 31st March, 30th June, 30th September, and 31st December in each year. A violation of this subsection shall render the offender liable, on summary conviction, to a penalty not exceeding $50.

4. Every Peace Officer may search any person who he has reason to believe and does believe is violating any of the provisions of sections 115, 116, 117, 118, 120, 121, 123, 124 and 127 of the Criminal Code, and may seize any of the weapons which such person is illegally carrying and any weapon seized under this section shall be confiscated and handed over to the Superintendent of Provincial Police or to the Chief or High Constable of the municipality to be by him transferred to the Superintendent of Provincial Police or destroyed as he may see fit.

5. If any of the weapons mentioned in the first section hereof is found upon a person believed not to be a native of Canada by the Constable making the search or by the Justice of the Peace or Magistrate before whom such person is charged with an offence, he shall report such facts to the Provincial Secretary and the Provincial Secretary may communicate with the Minister of the Interior with the view towards deporting such person under the Immigration Act.

Secretary Wrigley, of the Ontario Retail Hardware Association, after consulting with representatives of the Retail Hardware Association, had copies of the Act printed and forwarded to the retailers throughout the Province, together with a circular letter, reading, in part, as follows:

"The new law makes it possible for the police to search any suspected person, and confiscate any weapons found, and if necessary to deport any undesirables found carrying weapons. All the penalties of the Act, however, bear upon the merchant rather than the purchaser, and in future merchants must sell weapons only to those having permits; must keep a complete record of the sales, forwarding same to the Provincial police every three months. Restrictions are also placed upon the displaying of weapons. Bowie knives cannot be exposed for sale at all, apparently, while the reading of the Act is uncertain as to whether or not merchants have a right to display revolvers, etc. No restrictions are placed on the sale of rifle or shot guns.

"The Act will undoubtedly discourage the sale of cheap revolvers, dirks, etc., but may not have a very bad effect upon the sale of higher-priced revolvers, although many will hesitate to ask the police for permits, especially in the country districts, where aplication cannot be made to local officials, but must be sent to the Provincial Police.

"The Act will encourage the sale of revolvers, etc., in Ontario by mail order houses located outside the Province. There is nothing to prevent a Montreal, Winnipeg, or United States mail order house shipping weapons to Canadian purchasers.

"The Wholesale Hardware Association, in co-operation with the Retail Hardware Asociation, would like to have the views of retailers on the workings out of this Act."

President R. C. Chown, Belleville, replied, suggesting that the Retail and Wholesale Associations work together to secure the repeal of the Act, petitions being circulated and the members of the Legislature being written to by the retailers in their districts.

The George Taylor Hardware Co., Cobalt, write :—"We believe that in this district it will not be practicable, as every prospector going into the bush must be armed with some kind of a weapon, not for the reason of self-defence, but more for the fact that the prospector depends greatly upon the game he can bring down as his food. Rifles are incumbent to carry, and every prospector must carry a revolver or pistol. Another point very much against this law is that any merchant or mail order house outside the Province of Ontario can sell into Ontario, and as the boundary line between Quebec and Ontario is within a short distance of nearly all the towns from Cobalt north on the T. & N. O. Railway, it is merely chasing our customers who wish to carry revolvers or pistols to the Quebec side for them, and incidentally, perhaps, their own supplies. If it is the intention to allow the police to freely give permits to prospectors, the law perhaps is not too stringent, but as it apparently rests with the Provincial Police to govern the sale we believe the majority of the merchants of this section are going to be stuck with a big stock of revolvers and pistols."

Other retailers write as follows :—"This law should certainly apply to mail order houses, or what good is it? Any fool could get a revolver in this way that would probably be refused (without any law) by the hardware dealer."

"In my opinion the Government cannot take too much precaution in stopping the promiscuous sale of firearms to the public. I do not think it would decrease the legitimate sales in the least, but I think that something should be thought out to prevent the outside Provinces from securing the business."

"From a business standpoint the law is entirely unfair, but from the trouble I have had in trying to keep revolvers, etc., from boys, I wish they would add .22 rifles to the list."

"It is altogether one-sided, not having had enough consideration to the defensive side. It simply means the end of our handling revolvers, air-guns, etc. If this is the object of the act, it has accomplished its ends, as very few in this locality will ever ask for a permit."

"I feel that this act, if enforced, would be entirely to the benefit of the outside mail order house at the cost of the re-



Gas Operated Model

This Cut is Model G, Gas Operated, List Price, $41.25
Model M, Hand Operated, List Price, $33.00

Is your Gun Business as Profitable as it Should be?

We are receiving many enquiries from our advertising and referring these to the nearest dealer handling Standard Rifles.

STANDARD RIFLES

Are recognized by Sportsmen as the Easy Rifle. Easy on both hunter and game because the recoil is minimum and the velocity is maximum.

Large profits are assured every dealer who is far sighted enough to handle Standard Rifles.

The following Canadian jobbers carry a stock of Standard Rifles and can ship promptly—EDMONTON, Ross Bros., Ltd., Somerville Hardware Co.; LONDON, D. H. Howden & Co. Ltd.; MONTREAL, L. H. Hebert & Cie, Ltd., Lariviere, Inc., Lewis Bros. Ltd.; OTTAWA, Ketchum & Co. Ltd.; ST. JOHN, N.B., W. H. Thorne & Co. Ltd.; TORONTO, H. S. Howland, Sons & Co. Ltd.; WINNIPEG, J. H. Ashdown Hardware Co. Ltd., Marshall-Wells Hardware Co. Ltd., Miller. Morse Hardware Co, Ltd., Hingston-Smith Arms Co. Ltd., Wood-Vallance Ltd.; VANCOUVER, McLennan, McFeely & Co. Ltd.

Send for our catalogue, booklets, etc., and let us tell you the details of our way of sending business to you.

STANDARD ARMS CO., 121 F St., Wilmington, Delaware, U.S.A.

WOMEN ARE THE CHIEF BUYERS OF

LACQUERET

and you know what it means to get the good will of the women! Think of the money they spend on the household!

At this season with everything spick and span after housecleaning, LACQUERET is especially in demand.

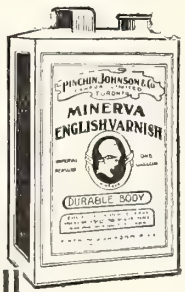
It works like magic in brightening up old furniture, dingy woodwork, and worn floors, and you will surely add to your reputation if you recommend "LACQUERET."

Don't miss your share of this profitable trade. Better send along that order TO-DAY.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO WINNIPEG

Always marketed in full Imperial Measure Packages



Your customers receive dollar for dollar in paint value when you sell Minerva products.

You have the assurance of a permanent satisfied trade which means increased profits.

That's why you should feature

MINERVA Paints and Varnishes

You can absolutely guarantee every can of Minerva Products and know positively that the contents will meet every claim.

Made from the finest and purest ingredients obtainable, Minerva Paints are the best that brains and money can produce.

Stake the success of your paint business on Minerva quality—it's sure.

Write to-day for the Minerva proposition and dealer's price list.

PINCHIN, JOHNSON & CO. (Canada,) Limited
377-387 Carlaw Ave., Toronto, Ont.
ESTABLISHED IN ENGLAND IN 1834. C80

tail hardware merchants of Ontario. While I cannot deny the fact that some legislation is necessary to prevent so many worthless characters from carrying these weapons, still the act seems to be rather strenuous, and the Ontario Retail Hardware and Stove Dealers' Association should have something to say on this matter.''

''There is nothing to stop a person to give away any of these weapons if he chooses, so one can expose them 'not for sale,' but 'to give away,' as a bait to a customer if he wishes to do so. Carvers and butcher knives are not affected. The sale of air-guns will now be stopped, as the parents will not ask for a permit for one of these for their children. Many parties outside of this Province will likely make a specialty of supplying these weapons to the very people which the Act aims at.''

''We have some German-made revolvers in stock; some have the makers' name only, and others the number only. We understand they have to have both stamped on the article. Air-rifles are stamped with the makers' name, but without a number, consequently we cannot sell them. We think we should be allowed to sell any of these revolvers or air-rifles if we put some distinguishing mark on them. We hope you succeed in getting this part of the Act adjusted.''

''The new Provincial law will affect us much. We discontinued air-guns several years ago. Have always been very careful about revolvers, and never catered for the trade.''

''Our sales have been almost wholly to men going to work in the lumber camps, and the weapons have been purchased for protection against bears and wolves and for target practice in the camps. In the six years we have been here we never heard of even an accident due to a revolver's use in camp. These sales will now be cut out, as the police will not be very anxious to give permits to strangers. This Act will naturally give a big boost to the business of the catalogue houses, and where a revolver is sold there will generally be a sale of other goods as well, meaning a double loss to us. The Act will also afford the police an opportunity for graft, or of showing an unfair preference to some dealer who may have a ''stand-in'' with them. As in local option, the Government should have given dealers five months in which to dispose of their stock. Very few revolvers would have been found in the stores at the expiration of that period.''

The Executive of the Retail Hardware Association now have the matter in hand, and as a result of their efforts it is hoped that the act may be so amended that it will accomplish its real purpose without working hardship upon the hardwaremen of this Province.

One good thing has already been accomplished, however, the importation of cheap revolvers having been lessened. The Journal editor talked with one dealer in the foreign section in Toronto who had cancelled an order for $400 worth of cheap Belgian revolvers from a New York house. Another thing is certain—that the evil-disposed can easily obtain weapons in spite of the present Act. Why, then, place impossible restrictions upon those who merely desire weapons to keep in their homes or for use when prospecting for purposes of self-defence?

MARBLE COMPANY CHANGES NAME.

The Marble Safety Axe Company, Gladstone, Michigan, has changed its name to the Marble Arms and Manufacturing Company. When the company was organized thirteen years ago by W. L. Marble it was to manufacture an ingenious safety pocket axe, invented and used for many years by Mr. Marble. From this it took its name. But from time to time other unique outing articles, invented by Mr. Marble, were added to the output of the plant, until to-day sixty distinct articles of widely varying character are made by this concern. Chief among them is the Marble Game Getter Gun, a weapon unique in that it combines ''two guns in one,'' having two barrels, the upper .44, the lower .22, shooting either shot or round ball or any length .22 cartridges. It does wing shooting or big game work equally well. Also, the stock folds up, and the gun fits into a holster over or under the coat out of the way.

To make its name sufficiently broad to embrace this gun and everything in its output, the Marble Company therefore adapted the new name of the Marble Arms & Manufacturing Co. This name will hereafter be used on all the extensive advertising of the company.

PRESENTATION AT COBALT.

John Bailes & Sons, Oshawa, who for a couple of years have conducted a branch at Cobalt, have sold to the Northern Canada Supply Co., who will continue the store as their ''south end'' wholesale and retail branch. Glenn A. Henry, manager of the Bailes store, is now manager of the retail stores of the Northern Canada Company. Fred. Bailes, who had been forced to spend most of the past year at Cobalt, owing to the increased business, was presented with a handsome travelling bag before returning to Oshawa.

REMEDY FOR SAN JOSE SCALE.

One of the fruit Inspectors for Eastern Ontario, recommends the use of wire brushes for cleaning scale off apple trees before spraying. If this is properly and carefully done, the spray fills pores on trees, and this pest will be removed from apples and make better fruit. The Boeckh Bros. Company make the class of Brush required for this purpose.

PROFITS IN WASHING MACHINES.

J. H. Connor & Son, Ottawa,, opened 22 new accounts for their washing machines at the recent Peterboro' Convention, and 14 have since sent repeat orders. There is good profit to be made in washing machines if attention is paid to it. One satisfied customer can be made the means of selling a dozen more in the same locality if ''outside'' salesmanship is used and a canvas made for additional orders. Following up customers made it possible for J. & H. Field, Mitchell, Ont., to sell 76 Connor washing machines during 1 910.

SEVENTY YEARS IN HARDWARE BUSINESS.

John McDonald, Paisley, Ont., the head of a large hardware family, died on April 28, aged 85 years. Coming to Canada in 1840 at the age of 15 years, he engaged with George Foster, hardwareman, Brantford, and from 1850 to 1875 conducted a business of his own at St. Mary's, and at Paisley from 1875 to 1910, making 70 years in the three Western Ontario towns.

Three sons engaged in the hardware business: James A. of McDonald & Watson, Tara, Ont.; J. W., of McDonald & Hay, North Bay, and W. A., who until a year ago was interested with his father in the Paisley business, going west with his son, John A., last fall to conduct a business at Mortlach, Sask., both father and son, however, contracting pneumonia and dying on January 28 and 29. J. W. McDonald,, North Bay, went west, and a month ago sold the Mortlach business to A. K. S. Helliwell, Griswold, Man.

George W. McDonald, Elk Lake, Ont., is a son of J. W. McDonald, and makes the third generation in the hardware business.

CANADIAN INDUSTRY REACHING OUT.

The Dominion Register Co., Toronto, who first introduced McCaskey credit account registers on the Canadian market about eighteen months ago, and who had to secure larger factory premises last fall, are branching out still more by establishing a large plant at Manchester, England, to supply the European trade. In addition to this they have built up a large business in New Zealand and Australia,, which is supplied from the Toronto factory.

H. P. Macdonell, Managing Director of the company, returned last month from Great Britain, where manufacturing operations have already been begun. J. R. Lumley, recently representing the company at Calgary, Alberta, having been appointed European manager. When the new plant is erected on the Manchester Ship Canal it is expected that 500 persons will be employed. The company holds a patent covering a special carbonizing process for the backs of papers, which makes the duplication of copies very easy. Canadian-made paper will be used in the new European plant.

HARDWARE BUSINESS OPPORTUNITIES.

Ads. inserted under this head one cent per word, each insertion. Each Journal subscriber is allowed to insert one 25 word ad. free each year.

THOROUGHLY EXPERIENCED WIRE FENCE OR HARDWARE SALESMAN for Canadian Northwest, one who is at present travelling in this territory. Address, stating salary wanted, and full particulars, box 113 Hardware & Stove Journal, Toronto.

WANTED—Tinsmiths and press hands at all times. Correspondence invited. E. T. Wright & Co., Hamilton.

FOR SALE—Three counter Show Cases; also a few tinsmith's tools in good repair. Apply W. W. Chown Co., Limited, Belleville.

FIXTURES WANTED—Am in the market for several silent salesmen and a screw case. Will take slightly used ones. Box 111, Hardware & Stove Journal, Toronto.

TINSMITHS WANTED for Western Canada towns. Apply The McClary Mfg. Co., Winnipeg, Man., who will furnish list of towns.

WANTED—Tinsmith with about $1,000 to invest in good hardware and tinsmith business in Western town. Splendid prospects. Apply McClary Mfg. Co., Winnipeg, Man.

OVERSTOCK—Have an overstock of barn door latches which I will sell at a low price. Particulars on request. Box 112, Hardware & Stove Journal, Toronto.

FOR SALE—Retail Hardware business, or may take working partner with some capital, one who understands the business. For further particulars, apply W. J. Lawson, 27 Howland Ave., Toronto.

WANTED—An experienced and thoroughly capable man, able to take charge of the manufacturing end of a Stove Plant. Apply with references and full information to The Enterprise Foundry Co., Sackville, N.B.

TINNER WANTED—For country tinshop; one who can do furnace work, with experience in pump work. Apply with references and full information to M Hammond, Tofield, Alta.

NEWSPAPER CUTS FOR SALE

Large assortment, slightly used, Hardware cuts, tools cutlery, tinware, etc., suitable for newspaper advertising Twenty-five cuts for Four Dollars.

STANLEY MILLS & CO. LIMITED - HAMILTON.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the assured

67 Victoria Street, Toronto

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs.

How to be Successful

To be a SUCCESSFUL PATTERN CUTTER it is necessary to keep abreast with the times, as it is the up-to-date mechanics that receive the best positions and highest salaries. And to be up-to-date means to study thoroughly all the new developments in his trade, AND BE ABLE TO APPLY THEM.

Are You Interested in Pattern Drafting?

WRITE FOR FULL INFORMATION CONCERNING THIS SCHOOL ALSO SAMPLE DRAWINGS

Gray's School of S. M. Pattern Drafting,
3537 3rd. Ave. - New York City

There is no 'Equal'

"QUEEN'S HEAD"



Galvanized Iron

Standard the World over

DO YOU STOCK "QUEEN'S HEAD" FOR YOUR CUSTOMERS?

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

Leeknott

CASCO

ROOFING

MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

WILL LAST FOR YEARS IN ANY WEATHER

Canadian Supply Co.

Roofers' Supplies

220 KING STREET WEST

TORONTO

AGENTS WANTED

Canadian Trade News

Eastern Provinces.

Richmond, Que.—W. A. Fish, tinsmith, retiring.

North Hatley, Que.—Hopkinson & Coombs succeed J. O. Brosseau.

Halifax—Cragg Bros. Co., Limited, incorporated.

Ontario.

Underwood—Brill Bros. sold to Wm. Richardson.

Berlin—H. Wolfhard moved into new store 22 x 150 feet.

Colborne—S. McCracken, suffered loss by fire.

Thessalon—Bridge Bros., suffered loss by fire.

Clinton—Harland Bros., sold to Byam & Sutter.

Finch—McLean & Currie, new hardware store.

Alvinston—Johns & Miner, sold to J. E. Hussey.

Markdale—Haskett Bros., sold to W. S. Perkins.

Arthur.—D. Brocklebank & Son, succeeded by Brocklebanks, Limited, capitalized at $40,000.

Chatham—Draper & Trumpour, opening plumbing business.

Cobalt—John Bailes & Son, sold to Northern Canada Supply Co.

Owen Sound—L. C. Karstadt, Durham, opens new store.

Kirkfield—J. C. Staples, sold to H. D. McInnis.

Delhi—E. Morgan, retiring from business.

Manitoba.

Bradwardine—J. & T. Field, sold to Manitoba Hardware & Lumber Co.

Valley River—Howard Stevens, opening store.

Ninga—A. L. Johnston, succeeds S. M. McKinley.

Portage la Prairie—J. O. Cadham, suffered loss by fire.

Minnedosa—Mair & Burton, dissolving.

Winnipeg—Wright & Johnston, opening tinsmithing business.

Simpson—McLean & Co., establishing business.

Norwood—Norwood Heating Co., succeeds Knudson Bros.

Winnipeg—T. McAvity & Son, St. John, opening branch.

Emerson—R. Hamilton, sold to Chas. Whitman.

Winnipeg—MacDonald & Fleming, retiring from business.

Saskatchewan.

Rolph—F. W. Shoecroft & Son, opening store.

Oxbow—Crossley & Johnson, rebuilding burned store.

Mortlach—J. W. McDonald, succeeded by A. K. S. Helliwell.

Yellow Grass—Smith & McLaren, succeeded by McLaren & Son.

Drake—Isaac & Janzen succeed Brandt & Funk.

Midale—W. J. Mackay sold to W. J. Gyles.

Lumsden—E. Troughton, enlarging store.

Canora—G. G. Bourne, entering hardware business.

Regina—Armstrong, Smyth & Dowswell, suffered loss by fire.

Togo—Togo Supply Co., succeeded by Law Bros.

Lang—G. S. Smail, succeeded by D. W. Whiting.

Sovereign—Ellis & Fossum, establishing business.

Regina—E. P. Pandin, establishing tinsmithing business.

Regina—Regina Sheet Metal Works have taken over tinsmithing business of Regina Trading Co.

Imperial—Bradshaw & Anderson, opening store.

Lipton—Dillon & Co., succeed F. Schofield.

Bangor—D. B. Davies, retiring from business.

Aylesbury—H. H. Johnston, erecting new store.

Milden, Sask.—Chas. Mills & Son, new store.

Rainton, Sask.—C. B. Steinman, new store.

Strassburg—G. H. McDonald, sold to Rodger Bros.

Langham—Moore & Camroux, suffered loss by fire.

ALBERTA.

Lethbridge—M. Wright succeeds Taber Trading Co.

Inicana—G. L. Faull sold to A. J. Gregory.

Manville—Johnston & Everett opening store.

Champion—Baker & Nerison dissolving.

Crossfield—Laut Bros. establishing store; J. A. Sutherland sold out.

Vegreville—M. Bertrand succeeds Dostaler & Lessard.

Ponoka—L. Courtwright succeeds Spackman & Rowe.

Langdon—Hill & Morey dissolving.

Ryley—W. H. Fread erecting new store.

Cheadle—J. W. Payne retiring.

Swalwell—W. F. Pieper erecting new store.

Content—Ferrel & Ferguson succeed Michael & Milne.

Medicine Hat—Matthews & Birmie, new store.

East Calgary—D. W. Thomas entering stove business.

Edmonton—Hemsworth Bros., new plumbing business.

HARDWARE TRADE HAPPENINGS.

The annealing department of the Brantford Screw Co.'s plant was destroyed by fire on April 25.

The National Hardware Manufacturing Co., Orillia, has received an offer to locate at Peterboro', but will probably remain at Orillia.

James Squires, salesman for the Peterboro' Hardware Co., is now selling Ruberoid for the Standard Paint & Varnish Co., Montreal, in southwestern Ontario.

Edward Gurney, President of the Gurney Foundry Co., Toronto, has taken his family to Europe, and will tour Great Britain and the Continent in his auto.

J. S. Weichel, Elmira, who recently underwent an operation in the Guelph Hospital, is gradually recovering his strength, and can walk to and from the store.

The George G. Veness Manufacturing Co., Boston, Mass., manufacturers of household specialties, are to erect a Canadian factory at Toronto to supply their growing trade in this country.

The James Smart Manufacturing Co., Brockville, manufacturers of hardware and stoves, suffered loss by the burning of their woodworking shop by fire. Shipments are being made as usual, however.

W. B. Gillespie, for several years traveller for the Hobbs Hardware Co., and more recently a hardware retailer in London, is now representing Brandram-Henderson, Limited, in western Ontario.

Alf. Clare, Manager of Clare Bros., Limited, Preston, left last week on a two months' trip to Great Britain and European countries. Mr. Clare will be in company with Hon. Adam Beck on an auto trip.

While W. F. Macpherson, Prescott, was attending the meeting of the Ontario Retail Hardware and Stove Dealers' Association Executive at Guelph on Easter Monday, a thief got away with about $25 worth of stock and cash from his store.

C. J. Caley, works manager of the Peterboro' Lock Co., Peterboro', has resigned his position and returned to his former home at New Haven, Conn. Before leaving Mr. Caley was presented with an address and a silver tea set by the staffff of the Peterboro' Lock Co., the address being read byy E. H. Howson,, Secretary of the company.

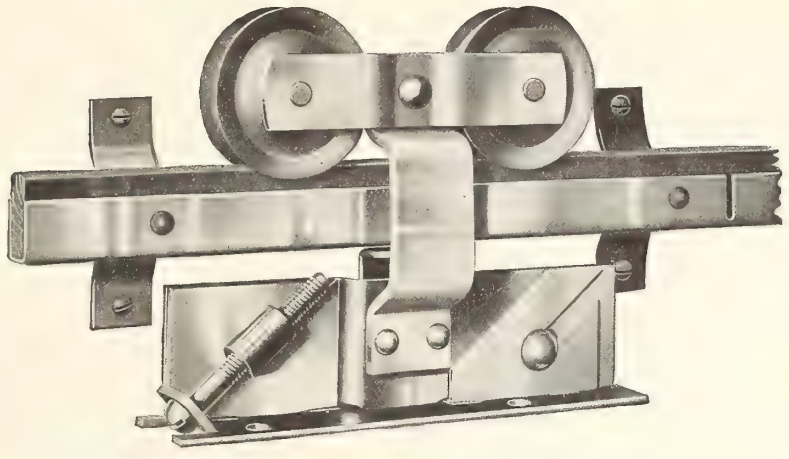
J. Walton Peart, of Peart Bros., Regina, Sask., was a recent visitor in Toronto, on his way to Louisville, Ky., for a month's holiday. Mr. Peart, after a year's residence in western Canada, is an enthusiast on wonderful opportunities for development in that country. The wholesale department of the Peart Bros.' business at Regina is developing very rapidly.

Richard H. Irwin,, Manager of McLean & Holt's stove store at St. John, N.B., has resigned to accept the management of the stove department in Emerson & Fisher's store at St. John. Mr. Irwin has made a splendid record for himself as a stove salesman, and before leaving was presented with a gold-mounted fountain pen by his fellow-employees. He is succeeded by D. J. Barrett.

Brocklebanks, Limited, who have succeeded D. Brocklebank & Son, Arthur, are adding groceries and will add boots and shoes to their present business in hardware, crockery and clothing. D. Brocklebank, Past President of the Retail Hardware Association, retires after 26 years connection with the business, E. W. Brocklebank being President, Wm. Woodman Vice-President, and W. S. Buschlen, Secretary. A ladies' waiting room is being established in the store.

The "Hatch" Parlor Door Hanger

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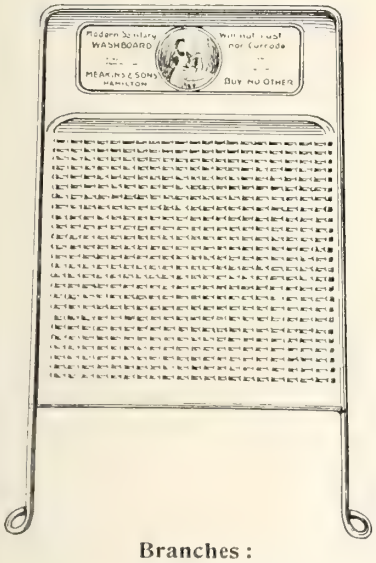
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No smell after washing.
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F. G. EVANS & CO.
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Nova Scotia Agents
C. E. CREIGHTON
Halifax, N.S.

BRITISH COLUMBIA NEWS.

Wm. Woodley, Vancouver, has opened a hardware store at 1329 Granville street, Vancouver.

Mr. Finlayson, of Martin, Finlayson & Mather, Vancouver, has returned from a trip to California.



Display of Mechanics' Tools arranged by Roy C. Gilmour for Fletts, Limited, Vancouver.

E. B. Horsman & Son, Vancouver, have disposed of their hardware stock.

Henry Darling, paints and varnishes, Vancouver, is in England negotiating for several new agencies.

J. H. Matthews is closing out his hardware and tinsmithing business at Phoenix, and will remove to Medicine Hat.

A. Fulton is erecting a modern hardware store building at Enderby, B.C., it having a frontage of 50 and a depth of 1110 feet.

McTaggert & Moscrop, Vancouver, are making extensive alterations throughout their store. A modern glass store front is being installed.

McCallum & Co., Cranbrook, one of the best known hardware firms in eastern British Columbia, are establishing a new store at Golden, B.C.

H. P. Morley & Co., Limited, Armstrong, B.C., have sold to A. M. MacPhail, Vancouver. Mr. Morley has entered the sporting goods business with C. E. Tisdall, Vancouver.

Frank S. Bonnell of the Bonnell Hardware Co., Vancouver, has sold his business to McLachlan Bros., Limited. Mr. Bonnell intends devoting his time to the real estate and brokerage business.

Five new towns were born in Saskatchewan on May 10—Liberty, Stalwart, Imperial, Simpson, and Amazon, on the new branch of the C.P.R. from Regina to Colonsay, near Saskatoon.

McLachlan Bros., Limited, who have for six years carried on business at 131 Hastings street, Vancouver,, have sold out their lease and stock and taken over the business of the Bonnell Hardware Co. at 878 Granville street.

Archie Venn, who has been in charge of the builders' hardware department of Fletts, Limited, Vancouver, for four years, has left to form a partnership with Clark Bros., who have recently opened at Broadway and Granville streets.

Fred. Ryan, of the Charles Fawcett Manufacturing Co., Sackville, N.B., spent the first week in May at Vancouver. Mr. Ryan, together with his wife and child, have been on an extended tour of the western States and California, and are returning east by way of the Canadian west.

The Manitoba Hardware Co., Park Drive, Vancouver, who recently opened a branch at East Collingwood, B.C., have purchased property on which they intend erecting a large store and tinshop. S. A. Brown, proprietor, was formerly with the Canadian Fairbanks Company and Wood, Vallance & Leggatt.

PRESENTATION AT VANCOUVER.

A banquet was recently given at the home of Harry C. Martin, Vancouver, in honor of Angus MacPhail, who has severed his connection with Martin, Finlayson & Mather, and is leaving Vancouver to take over the business of Morley & Co., Armstrong, B.C. Amongst those present were G. Mather, G. Hunter, H. H. Welsh and H. Henderson. After the dinner Mr. Martin expressed the firm's regret at losing such a faithful and capable employee, but in parting with him they wished him every success in his new undertaking. Each member of the staffff then testified to the regard in which their friend and fellow-worker was held, and expressed their sincere wishes for his success. Lionel Martin, on behalf of the employees, then presented Mr. MacPhail with a handsome gold watch, suitably engraved, as a token of the high estimation in which he was held. Mr. MacPhail was then handed a cheque from the firm. A suitable reply was made by Mr. MacPhail,, and the rest of the evening was devoted to toasts on behalf of the firm, employees and visitors, with music and songs intervening.

WILL MANAGE SASKATOON BUSINESS.

The Enterprise Hardware Co., Saskatoon, have appointed as manager of their business Raymond Archibald., for several years New Brunswick representative of the Sherwin-Williams Co. Before leaving for the West Mr. Archibald spent a few days at Sackville, N.B., going over the plant of the Enterprise Foundry Co., whose products have met with a remarkably large sale through the branch established at Saskatoon a couple of years ago by W. S. Fisher, President of the Enterprise Foundry Co.

The Galt Art Metal Co. have appointed H. F. Hobbs manager of their new branch at 839 Henry street, Winnipeg.

Wortman & Ward, London, have purchased a factory site at Winnipeg.

The Anthes Foundry Co., Toronto, will erect a soil pipe foundry at Winnipeg.

W. J. Copp & Son, Fort William, are to erect a large warehouse at Winnipeg.

There is said to be an opening for a hardware store at Cadogan, Alta., 185 miles west of Saskatoon on the C.P.R.



Armstrong, Smyth & Dowswell, Regina, Sask., who had one of the finest retail hardware stores in Western Canada, suffered a serious loss by fire on March 30. The damage to stock amounted to $25,000, insurance being $22,000. The loss on the building was $11,000, fully insured. The accompanying picture shows how their store looked after the fire. The firm expects to have the building completely remodelled by May 15. They occupied three floors and a basement of a new business block. They are doing a large share of the furnace work of Regina, also cornicework and tinsmithing, and employ from 15 to 25 men, being agents for "Souvenir" stoves and ranges.

Special Subscription Offer:

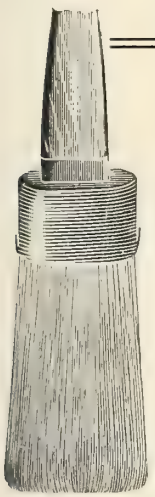
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LONDON, - - - CANADA

CALGARY RETAILERS PROTECT THEMSELVES.

Retail hardware men have reason to feel jubilant over the success that has attended their efforts to restrict the operations of eastern dealers coming into Calgary and endeavoring to sell direct to contractors, says The Western Canada Trade Gazette. A few days ago a traveller from one of these houses arrived in Calgary and proceeded to canvas local contractors. Several large specifications were being figured up and the orders about to be closed up, when the license inspector was notified, and action was taken which resulted in the traveller leaving for the north. An endeavor was made to close up these orders by mail, but these negotiations were not successful, owing to the vigilance of License Inspector Manarey.

The retail section of the Calgary Board of Trade has also been taking action to prevent jobbers from selling to consumers. A letter was sent to all wholesale merchants, and the following reply received from W. C. Nancarrow, manager of the J. H. Ashdown Hardware Co., is typical of how the retailers are being supported by the jobbing trade :—

"About six months ago a rule was passed in our warehouse that stopped any of the employees from buying any article out of our wholesale stock. This we have tried to live up to, and intend following that course. We are entirely in sympathy with the ideas expressed by the retail section, and if in any extreme cases an instance should go through without the writer's knowledge, we would be very glad to have the retail section bring this to our notice."

CANADIAN TRADE NOTES.

J. F. Cairns, Saskatoon, recently closed his store to the public from 8 to 9.30 a.m. on Monday morning in order that his clerks would not be interrupted during the course of a lecture on salesmanship, delivered by A. F. Sheldon.

The Banff Hardware Co., Banff, Alta., recently announced that with every $20 cash purchase they would give a $3 picture, and with purchases of $2 a $3 picture would be sold for 98 cents. Another firm using a similar selling plan is the Williston Trading Co., Castor, Alta., who gave a $5 painting with every cash purchase.

L. T. Hartwell, Rosetown, Sask., was a visitor at the Illinois Retail Hardware Association at Chicago in March. Mr. Hartwell carries a line of sewing machines in stock and sold twelve last year without putting any special effort into this branch of his trade.

Macpherson, Teetzel & Co., Vancouver, Western representatives of the Wm. Buck Stove Co., Brantford, report a decided increase in business since occupying their new warehouse. Business for the first three months this year has more than doubled over last year, and indications are that 1911 will be the best ever experienced in B. C.

M. Stewart, Tilbury, Ont., has practically discontinued the sale of white lead, finding it more profitable to push ready mixed paints. "I don't think you will find twenty-five pounds of lead in his store, where formerly he handled tons of it," said a traveler the other day.

W. J. Robertson, hardware merchant, Bassano, Alberta, recently presented a clock to the postmaster of that town, to be used in the post office, placing a neat card below the clock, reading as follows:—

"Time is money. Money and time saved by buying from W. J. Robinson, The Hardware Man."

ASSIGNMENT DOESN'T NULLIFY INSURANCE.

That an assignment doesn't nullify an insurance policy is the point made clear by a recent Court of Appeal judgment in the case of Osler Wade, assignee, against the Rochester German Fire Insurance Co.

Brooks-Sanford Hardware, Limited, Toronto, was insured in this company. The firm assigned to Osler Wade. Soon afterwards fire partly destroyed the firm's property. The insurance company refused to pay the policy on the ground that the assignment relieved them of their liability. At the trial Mr. Wade was awarded $2,402. The company's appeal from this judgment was dismissed by the Court of Appeal. Justice Meredith dissenting.

Market Situation

METAL MARKETS.

Trade has been none too brisk in metals during April, and there is little to report. Prices have, with the exception of tin, remained steady during the month, tin fluctuating up and down a cent or two, but ending the month at about the same point, 45 cents per pound.

Demand for pig iron from stove foundries and industrial plants, but the backward spring has withheld any rush which might have resulted from an earlier season. Canadian No. 1 pig is quoted at $19, with No. 2 half a dollar lower. English irons are being bought a little more freely on account of the summer rates now prevailing, Middlesboro' No. 3 being quoted at $19.50.

Copper in enjoying a steady trade, prices of ingots being unchanged at 13½ cents per pound. There has been nothing to liven this metal up,, however. Aluminum wire is becoming more freely used for electrical work. Ingot aluminum is quoted at 20 cents.

Tin is still in strong hands, and speculation in foreign markets causes frequent changes in price locally. Early in April prices advanced a couple of cents, but this gain was lost toward the end of the month, and we again quote 45 cents.

Lead and spelter are unchanged, the former at $3.75 for Canadian pig and the latter at $6 for the foreign article.

Sheets and plates have been in fair demand, and stocks continue light, though importations are fairly large. Prices are quite firm in sympathy with ingot tin.

HARDWARE MARKETS.

Backward spring weather has had an injurious effect upon both retailers' and jobbers' trade, and while the totals for the first four months of the year average up considerably better than in 1910, March and April showed a falling off with some houses. Some business has undoubtedly been lost for this season by the continued cool weather, but much of it will develop during the next month.

May is expected to be a "hummer," and jobbers will have difficulty in keeping their shipping floors clear of goods. Retailers will be well advised, therefore, in placing orders in plenty of time, so that there will be no disappointment as a result of delayed deliveries.

Trade has been quite active in spring cleaning and household lines. Brushes, mops, etc., have been particularly good, and vacuum cleaners have had an unprecedented run. Lawn mowers, hose, sprinklers, sprayers, screens, freezes, and refrigerators, are now in big demand, and shipments of these lines are very large.

Gas and oil stoves for summer cooking are also enjoying a record-breaking sale, and kitchenware, tinspecialties, etc., are moving lively in anticipation of an enormous trade in June, when "tin showers" for the newly married will divide attention with the preparations for summer camping equipment.

There has been a readjustment of prices on some lines of stoves, lists being changed with discounts untouched. The net result is slightly higher prices. A shortening of terms has also been given consideration and while no general move will be made at present, certain long credits with favored customers are being cut out. Fall bookings of stoves are heavier than usual, and reports from Western Canada are very hopeful. Carload orders in Ontario are becoming less frequent.

Sporting goods, cutlery, silverware and cut glass have all been in satisfactory demand.

Builders' hardware prices are tending upward. Some manufacturers have already withdrawn prices, and it is understood that all Canadian makers have reached a decision in favor of making an advance on certain lines. The building outlook never looked brighter, and retailers in most districts can look for a record-breaking year.

PAINT AND OIL MARKETS.

Turpentine speculators were unable to hold the market up after the middle of April when high prices encouraged the earlier marketing of some of this year's crop. Prices commenced to slump, and in two or three ten-cent jumps the high mark of $1.40 faded away to $1.10 by May 1, some now quoting as low as $1.06 in Toronto.

Linseed oil has also eased off some, and the prediction of $1.05 raw oil by June 1, made in the Journal last month, seems likely of fulfilment. Toronto prices are now quoted as low as $1.09 for raw and $1.12 for boiled, though some ask higher figures. Ready mixed paint has been ordered in very large quantities this season, although the cold spring weather has held back outside work. The outlook for the paint trade is very bright, the present year bidding fair to be the greatest of all in the series of big building years Canada has been experiencing. Prices are being firmly maintained, and retailers report little difficulty in geting a fair price for a good article.

Varnishes are also enjoying a brisk demand. Fine grades of rosin are stiffening in price, this adding to the heavy burden manufacturers have been carrying during the past year, when prices of raw materials have advanced far more than the price to the retail trade.

White lead, white zinc, and red lead, are in steady demand, with prices very firm. Shipments have been very heavy during the past month, and there are still large orders to go out.

Window glass is very firm because of the difficulty some importers are experiencing in getting import orders filled. The tendency is upward, but prices are as yet unchanged.

BRUSH MANUFACTURERS INCREASE WAGES.

An entirely voluntary increase in wages has been granted to the broom tiers employed in the broom manufacturing department of the Boeckh Bros. Company, Toronto. For some years past the prices paid for tieing brooms was regulated largely by prison competition. This has now been done away with, and the company has been able to increase the wages of their workmen. In doing so it has, however, been stipulated that every broom must be absolutely perfect, as otherwise it will be rejected by the firm's inspectors, thereby insuring to the consumer an article that will give the very best of satisfaction. The same rule has been in effect in the brush department of this company for some time, and has proved entirely satisfactory to all concerned.

THE JOURNAL'S SUBSCRIPTION STAFF.

The following are authorized subscription canvassers for the Canadian Hardware & Stove Journal:

Maritime Provinces—F. Pang.

Quebec—F. J. Arrowsmith and H. Kavanagh.

Ontario—G. A. Talbot and L. H. Drake.

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Alberta and British Columbia—C. H. Moody and R. L. Miller.

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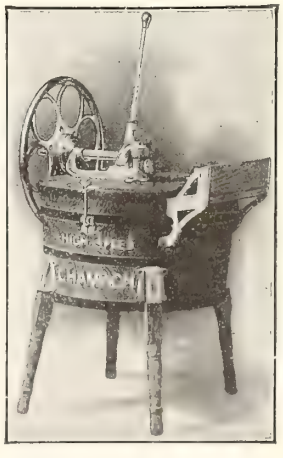
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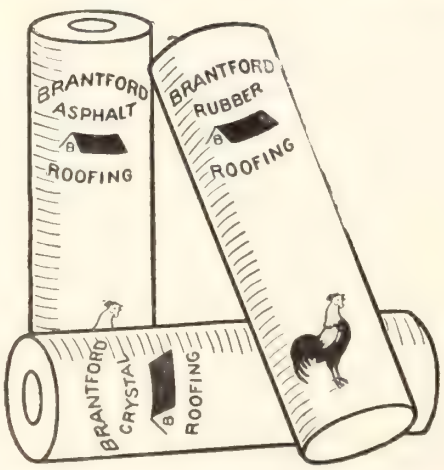
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BRANTFORD, CANADA

PREVAILING MARKET PRICES.

Toronto, May 5th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

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Aluminum, ingots 0 20
Antimony, per lb. 0 09
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting.... 13½
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00
Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

	Apollo	Ordinary
16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel,	2 15 2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots—	
Canadian foundry, No. 1	19 00
Middlesboro, No. 3.....	19 50
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb...23	25
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb..43 00	45 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots.....	7 25	7 35
72x30 up to 26 gauge, case lots		7 85

Scrap Metal, Dealers' Buying Prices—

Heavy copper and wire lb.	0 11
Light copper bottoms ...	0 09
Heavy red brass	0 10
Heavy yellow brass	0 08
Light brass	0 06
Tea lead	0 02
Heavy lead	0 02
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—

Arsenate of lead	0 09
Sulphate of copper (blue stone)	0 07
Litharge ground	0 15
Litharge, Flaked.....	0 06½
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 09
Chrome, yellow, pure ...	0 18
Golden ochre, pure	0 11
French ochre, pure	0 09
Chrome green, pure	0 11
French permanent green, pure	0 15
Signwriters' black, pure..	0 17
Marine black, 25 lb. irons	0 05

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Banels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12½
U.S. Water white	0 14
U.S. Pratt's astral	0 16
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—

Bulk in casks	2 20
Bulk 100 lb. drums....	2 55
Bladders in barrels	2 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—

Pure Turpentine, single barrels 1 06	1 10
Wood Turpentine	0 95
Linseed Oil, single barrel, raw 1 08	1 10
Linseed Oil, single barrel, boiled 1 11	1 13
Rosin, "G" grade, bbl. lots, 100 lbs.	3 25

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead, ground in oil—

B. B. genuine	7 40
Other brands 6 15	6 65

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 08½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 30 and 5 p.c.
Miscellaneous—

Beeswax, per lb.	0 40
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. ..	2 30
Paris white, bbls.	0 90
Whiting, gilders, bolted..	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails, base 2 35
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g.. 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.

Galvanized, barb	2 30
Galvanized, plain twist ..	2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts
Carriage Bolts, common new, $1 list.
Carriage Bolts, ⅜ and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 60 p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 00
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets - Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine -
Sisal rope 0 09
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 09¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

HAVE YOU ILLUSTRATED YOUR NEW LINE ?

Photographs for Travellers' Sample Books, Half-tones for Catalogues, etc.

LINE DRAWINGS and ZINC ETCHINGS for GENERAL NEWS ADVERTISING, Etc.



By permission of the Harriston Stove Company.

Specimen of Catalogue Illustration.
Photograph, Retouching and Half-tone Engraving complete, the product of our works.

We photograph and make the plates for any nature of advertising or publicity

Legg Bros. Engraving Co.

5 Jordan St. - - TORONTO, CAN.

A New Cast Iron Range



of plain yet handsome design, and every modern, practical and efficient improvement is embodied in

THE "ART BANNER"

In this range we have reached the highest point of perfection in stove architecture, and no care or expense has been spared to make it just what it is, viz.---as good as it looks.

The Fire Box is proportioned to do the work which is required to make an economical and a perfect cooking and baking range.

The Oven is large and roomy and will meet the requirements which your trade demands.

The Reservoir is larger than on ordinary ranges, and is fitted with a special device that operates the damper in such a way as to obviate any mistake when the oven is to be used for baking.

The Nickel Bands are removable, and of the most approved patterns. They are perfect fitting and remove with ease.

We have succeeded in producing a range full of merit, very artistic in appearance, which creates immediate attention, and every stove dealer will admit that this is half the battle in selling stoves.

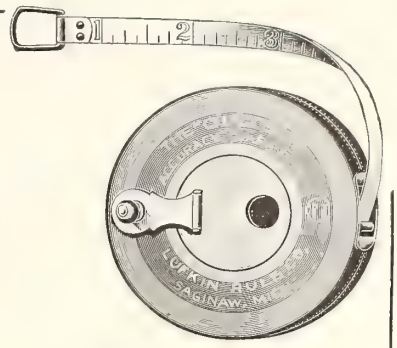
Get our prices and full information of this range, and you will find it to be the best stove proposition before you to-day.

Our new stove catalogue illustrates our full line. Write for it.

The Down Draft Furnace Co., Limited

GALT, ONTARIO

LUFKIN Measuring Tapes



THE BEST SELLING LINE IN THE WORLD

The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE

RICHMOND VACUUM CLEANERS

OVER 40,000 IN USE

- ¶ This famous Ten pound machine operates from any electric light jet.
- ¶ Attachments for all sorts of cleaning.
- ¶ For durability, effectiveness and simplicity is without a rival.

Retails at $75.00. Get our catalogue and trade prices.

PRATT SPECIALTY CO., 389a Bleury Street, MONTREAL, QUE.



Your store is not complete without one of our **Stock and Display Cabinets.**
Write for particulars regarding free offer to Hardware Dealers.

PIKE MANUFACTURING CO., PIKE, N H., U.S.A.
Everything in Abrasives.

Think Over This Metal Ceiling Matter

How we bring Trade right into your store.

Our advertising campaign for 1911 will bring us many enquiries from people who would buy from you if you had the Preston Steel Ceiling Agency. Such enquiries we would promptly turn over to you.

How we make sure no one can outclass you.

We keep our assortment of designs right up to date. We now have over 1100 quick selling patterns of these ceilings.

Over eleven hundred NEW designs.

At our factories at Preston and Montreal we carry stocks big enough to promptly fill every order. Thus our dealers never suffer from delays.

THE
Metal Shingle & Siding Co., Ltd.
Factories, Preston, Ont., and Montreal, Que.



This Is BAD Advertising!

Actions Speak Louder Than Words

IS it the kind YOUR store is getting? This is a very serious question that every merchant should carefully consider. It seems ridiculous for any merchant to advertise that his methods are out-of-date, that his clerks are careless, slow, inefficient and make mistakes, that his customers get indifferent service, and that he doesn't protect them by giving receipts.

YET thousands of merchants are doing this very thing every day. Not by sticking signs in the window—but by their methods, by their neglect to adopt modern store system. Actions speak louder than words, remember. You don't have to *tell* people how you do business. You are *showing* them, every day.

If unsatisfactory conditions exist in your store lose no time in remedying them. Prevent mistakes, avoid disputes, stop all losses and insure absolute accuracy in all money dealings—as a million other successful merchants have done—by getting a National Cash Register. Then "put a receipt in every parcel."

You cannot succeed without a good system—and the better your system the better you will succeed. No store system ever invented has done so much for so many merchants at so little cost, as the National Cash Register.

Customers like to deal in stores that have a National Cash Register. They know it guarantees absolute accuracy, promotes efficiency and good management. And they realize that good management means better values.

There's a National Cash Register built for you, and the money you will save will pay for it.

Write for further information to

NATIONAL CASH REGISTER CO.

Head Office for Canada : 285 Yonge Street, Toronto
Canadian Factory, Toronto

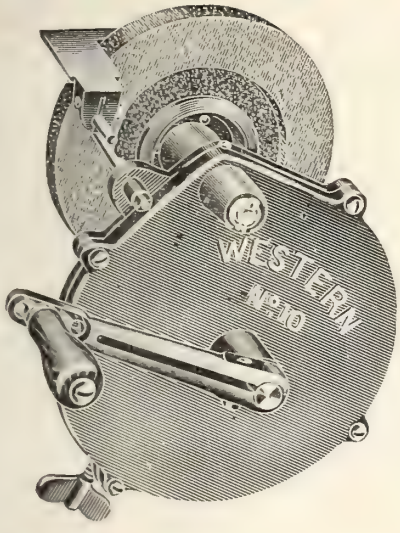
F. E. MUTTON, Manager for Canada
Offices in all principal cities

CANADIAN HARDWARE AND STOVE JOURNAL

MONTHLY $1.00 YEARLY

June, 1911 TORONTO Vol. 4. No. 6.

WESTERN TOOL GRINDER



For Durability, Efficiency and Economy no machine will give better satisfaction than the

WESTERN TOOL GRINDER

This machine is noiseless, dirtless, chainless, lightest run, longest lived grinding machine on the market. The friction is reduced to a minimum. It has cut gears encased. The wheel is a corundum grinder, 7 x l. Every part of the machine is made of the finest iron and is very easy to handle.

Our Grinders are packed in a box and only weigh 20 lbs.

There's money in it for you. Write to us.

THE TAYLOR-FORBES COMPANY, LIMITED

GUELPH, ONTARIO

REPRESENTED BY

H. G. ROGERS, 53½ Dock St., St. John, N.B.
W. A. MacLENNAN, Vancouver, B.C.
J. B. H. RICKABY, Victoria, B.C.
HARRY F. MOULDEN, Travellers' Bldg., Winnipeg.
CANADIAN UNITED MFRS. AGENCY, LONDON, Eng.

CANADIAN TRADE PRESS
TORONTO CANADA



Show Your Customers the Advantage of using the GILLETTE with the Correct Angle Stroke

When you sell a man a **GILLETTE** you can be quite sure he'll get a good shave, no matter how he uses it. The **GILLETTE** is so simple, so handy and so keen that he cannot fail.

But at the same time there is a **best way** of using the **GILLETTE**, and that is with the **Angle Stroke**, illustrated above. Drawn across the face in this way at an angle to the cutting edge, the blade slips sideways across each hair while it cuts, just as a scythe or a bread-knife is drawn across the material it is cutting Everybody knows the advantage of the angle stroke with other edged tools, but not every one thinks of applying it to a razor. The words of caution are: "Don't scrape!"

With the **GILLETTE** the angle stroke comes natural, and the result is the cool, clean, quick, comfortable **GILLETTE** shave, known and appreciated the world over.

If you want every man who buys a **GILLETTE** from you to enthusiastically help you sell others, be sure to explain to him the **ANGLE STROKE.**

Our picture post cards, illustrating and explaining this Angle Stroke, are now ready. Mail them to your trade and make them work for you.

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory, - - 63 St. Alexander Street, Montreal

Offices also in NEW YORK, CHICAGO, LONDON, ENG. and SHANGHAI, CHINA

Factories in Montreal, Boston, Leicester, Berlin and Paris

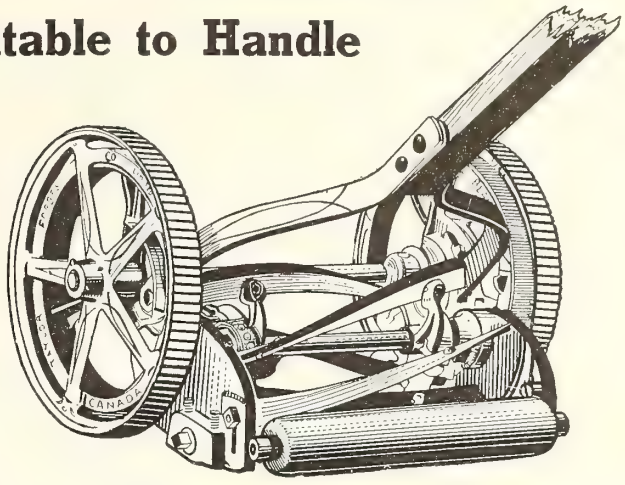
TRADE Gillette MARK

KNOWN THE WORLD OVER

Requisites for Keeping the Lawn and Grounds in Condition

That Are Profitable to Handle

Lawn Mowers

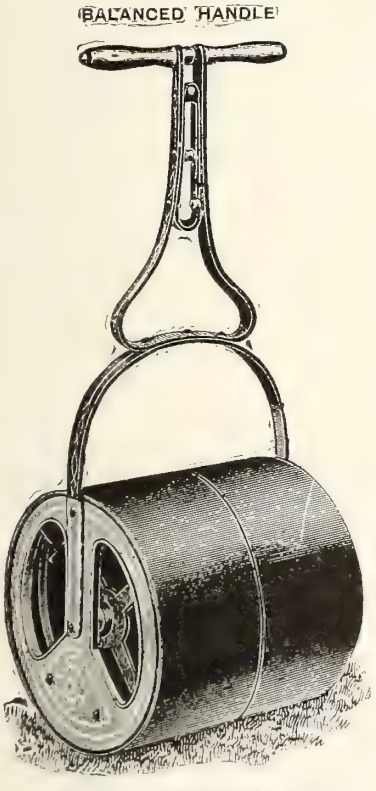


We have a splendid showing and among them we handle the following makes:

"Daisy," "Star," "Woodyatt," "Empress," "Matchless," "Keystone," and **"Genuine Pennsylvania,"**—in all widths of cuts.

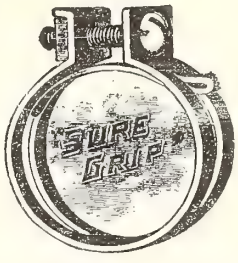
We also carry **Townsend's Triple Ratchet Horse Lawn Mower.** Known the world over as the most efficient Horse Lawn Mower made. We have it in three cuts, 30 in., 35 in., 38 in.

Lawn Rollers, Hose, Reels, Sprayers, etc.



Lawn Rollers 20 in. wide, 20 in. diameter 350 lbs weight.

Lawn Rollers. In weights running from **350** lbs. to **750** lbs.



Water Weighted Lawn Rollers. Weights from **1,000** lbs. to **1,500** lbs.

Rubber Hose. We stock all qualities. ½ inch, 3 ply; ½ inch, 4 ply; ¾ inch, 3 ply; ¾ inch, 4 ply; 1 inch, 3 ply; 1 inch, 4 ply.

Hose Reels. With and without Drums. Capacity, 50 ft. or 100 feet of Hose.

Hose Couplings, Hose Grips, Sure Grip Hose Clamps, Hose Menders, we have in good variety.

Lawn Sprayers. We stock the following: **"The Fountain"** (as illustrated), **"Columbia," "Cyclone," "Mayflower,"** etc.

Garden Tools

In splendid variety and every appliance that's necessary for keeping lawns in perfect condition.



"The Fountain"

Write for particulars and prices, which will be promptly mailed you.

RICE LEWIS & SON, LIMITED

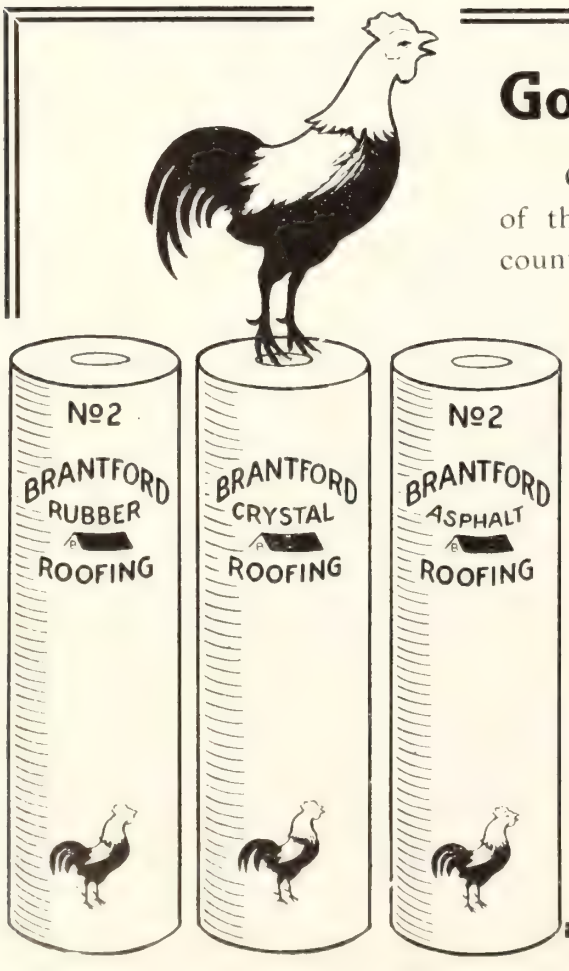
Toronto - - - - Canada

Russwin Food Choppers **KENNEDY** 47-11 Razors

Pocket Cutlery and Butcher Knives

When "sorting up" with Summer Goods place an order with us and take note of the promptness and carefulness in which the shipment is made. Our business has been built up by giving customers prompt service and quality goods.

The
KENNEDY HARDWARE COMPANY
Limited
51-53-55 Colborne Street, TORONTO



Good Reason for Crowing

Of late, Brantford Roofing has been chosen for many of the largest and most important roofing jobs in the country. It was

Brantford Roofing

that was selected after a series of most rigid tests for the Standard Bank's new fire-proof sky-scraper in Toronto. And there are buildings, too, in your territory that will require an exceptional roofing like Brantford Roofing. With our co-operation you can secure the orders. Get in touch with us at once.

Brantford Roofing Co., Limited
Brantford, Canada

Letter Orders



We have established a reputation for unusual promptness and satisfaction in the filling of Letter Orders. Write us immediately if you want anything in quality hardware. We specialize on lines that have genuine merit and which have the distinguishing merit of "making good."

H. S. Howland, Sons & Co., Limited

We Ship Promptly.

Wholesale Hardware

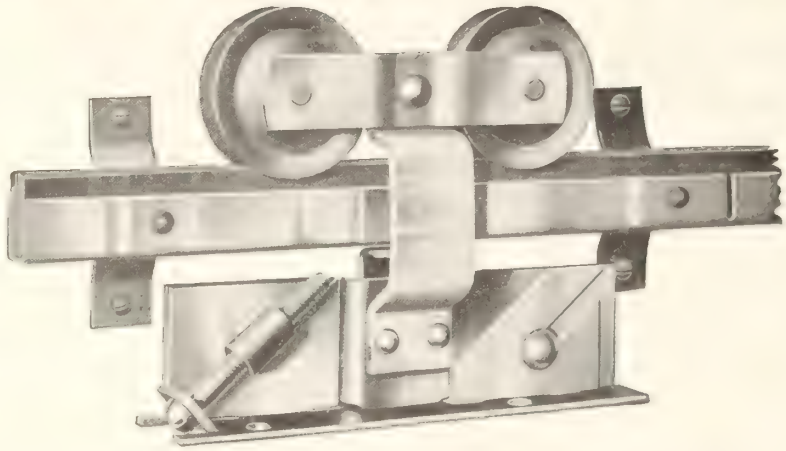
TORONTO

Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

The Hatch Parlor Door Hanger

EASY TO PUT UP



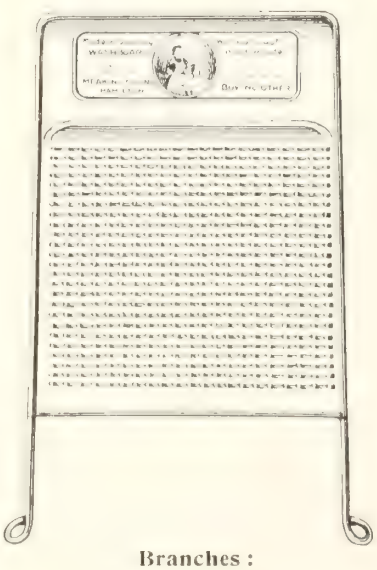
NOISE-LESS IN ACTION

Combines all the best features in Door Hanger Construction. Quickly adjusted. An absolutely new line. Better than the best American goods and at a more reasonable price. Leave your money in Canada. Apply for agency.

CANADA STEEL GOODS COMPANY, Limited

HAMILTON, CANADA

SANITARY WASHBOARDS



All Metal

Wears longer than five wooden boards.
No place for dirt to collect.
No smell after washing.
No nails to come out and tear clothing.
No zinc to crack and cut hands.

MEAKINS & SONS

HAMILTON

Sole Manufacturers

Branches:
MEAKINS & SONS
Winnipeg
MEAKINS & SONS
Toronto
MEAKINS BRUSH CO.
Montreal

British Columbia Agents
F. G. EVANS & CO.
Vancouver, B.C.

Nova Scotia Agents
C. E. CREIGHTON
Halifax, N.S.

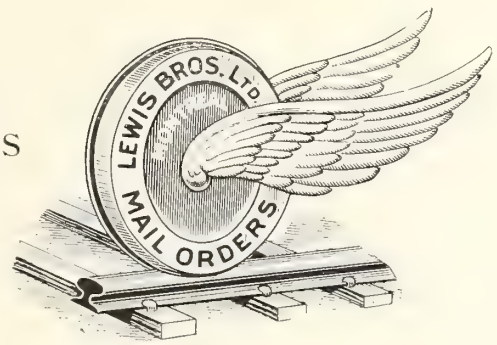
BLACK DIAMOND

MAIL YOUR ORDERS TO US

BLACK DIAMOND

BETWEEN VISITS OF OUR SALESMEN

The same LOW PRICES appear on MAIL ORDERS as are made by our salesmen.



We endeavor to price MAIL ORDERS Uniformly and as Low as the market permits.

We Fill Them Complete
We Ship Them Quick
We Price Them Low

We have 30 hustling salesmen calling on the trade, but we realize that many merchants who read this paper are not reached regularly by our men, and we want you **to know** the Good—Quick Service we are giving.

The Tremendous Growth and present Large Volume of our Mail Orders has compelled us to separate this business from our regular Sales Department, systematize it in a department of its own, and place it in charge of men specially trained in the Mail Order Business.

Mail Orders are "Rush Orders" in this house, because we know from experience that as a rule merchants want the goods in a "rush" when ordered by mail.

MAIL ORDER SHEETS and ADDRESSED ENVELOPES
Will be sent you upon request

With our large stocks to draw from, and Unsurpassed Service, we trust you will let us "show you" that we can merit your orders.

Send us a trial Mail Order—Call for Mail Order Sheets,
Addressed Envelopes and one of our new "Want Books" and—
LET US START DOING A MAIL ORDER BUSINESS WITH YOU

LEWIS BROS., LIMITED, MONTREAL

OTTAWA TORONTO VANCOUVER

GREENING'S

"ANTIQUE BRONZE"

SCREEN CLOTH

Right through the summer you can command a steady and profitable sale of Greening's "Antique Bronze" Screen Cloth.

It is perfectly galvanized, perfectly woven and perfectly finished.

Arranged to suit all your demands. Our enormous output means lowest prices.

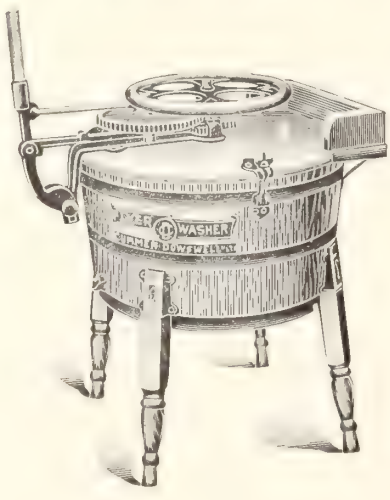
Consult our Catalogue. Write for Samples and Quotations.

THE B. GREENING WIRE COMPANY, LIMITED

Hamilton, Montreal



The FLYER A High Speed Hand Lever Ball Bearing WASHER



Built up to a Standard.

Not down to a Price.

Large and well balanced fly wheel carries the action along when in action.

Easy Movement—No Lost Power.

Entire gear is attached to cover and **lifts easily with it.**

IT'S A GOOD ONE

MADE BY

CUMMER-DOWSWELL, LIMITED, Hamilton, Ont.

Eastern Agents:
W. L. HALDIMAND & SON
Montreal, Que.

Western Agent:
H. F. MOULDEN
Winnipeg, Man.

THE WAY TO SAVE

You can increase your paint oil profit from 10 to 20 per cent. by eliminating the losses that attend the old method of handling it.

Think of this—

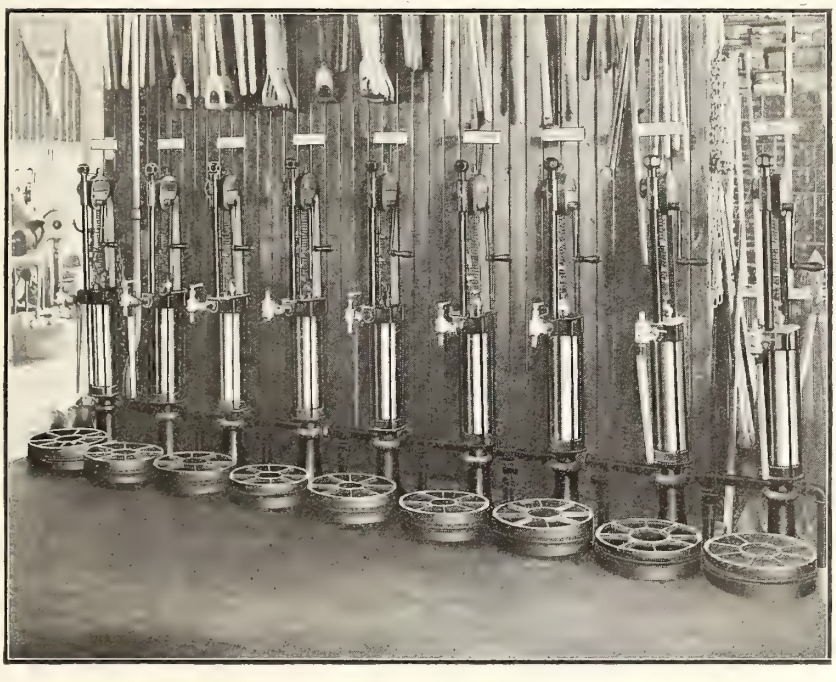
How much oil is soaked up in the floor?
How much is smeared over the measures and funnels?
How much is absorbed by the barrel?
How much is wasted by over measure and spillage?
How much is your fire hazard increased?

Investigate these points carefully, then you will realize how much you are losing by not having a Bowser System.

This cut is reproduced from a photograph of a Bowser system installed for

Manville Hardware Company, Prince Albert, Sask.

Watch for our ad. in the next issue of this Journal. We will reproduce another installation.



This System handles

Raw Linseed
Boiled Linseed
Turpentine
Gas Engine Oil
Cylinder Oil
Floor Oil
Machine No. 1
Machine No. 2
Coal Oil

cleanly and profitably.

Total capacity of System, 21 barrels.

The Bowser Paint Oil System

positively stops all loss in retailing and wholesaling paint oils, varnishes, etc.

The self measuring pumps are adjusted to imperial standard measure. The steel tanks are air tight and fire proof. No possibility for foots and fats to accumulate.

No dirty, oily, smeary measures and funnels standing around the store. No oil soaked floor or filthy, fire inviting barrels to take up valuable room. Your oil department can be as clean and inviting as any other part of the store.

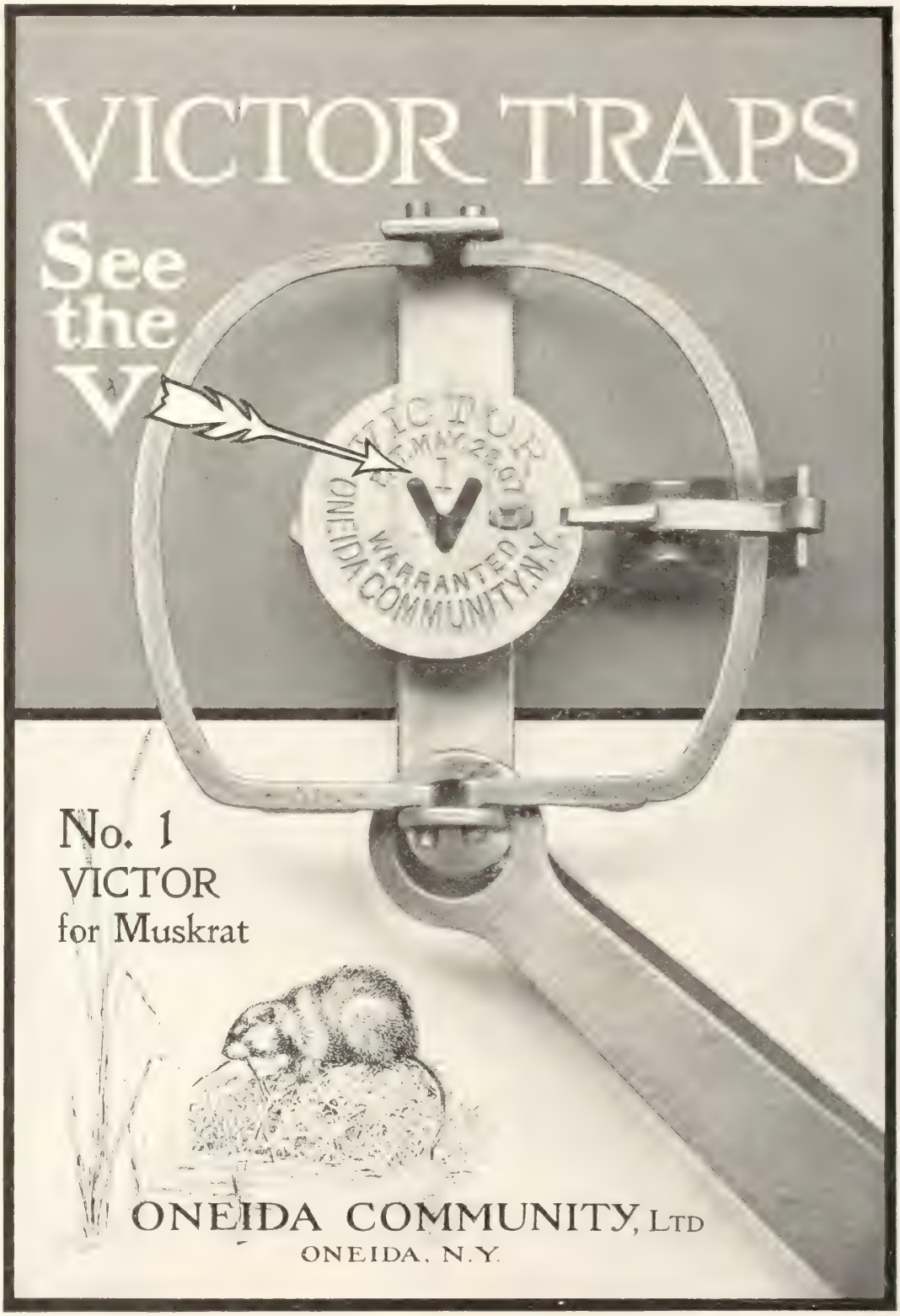
You can materially reduce your fire risk.

These systems are made in first floor and cellar styles. You can get one tank or you can get a "battery" and get them just as you need them.

Why don't you turn your waste into profit? That's the way to save. Ask for book No. 5N, it tells you how.

S. F. BOWSER & CO., LIMITED

66-68 FRASER AVE., TORONTO, ONT.

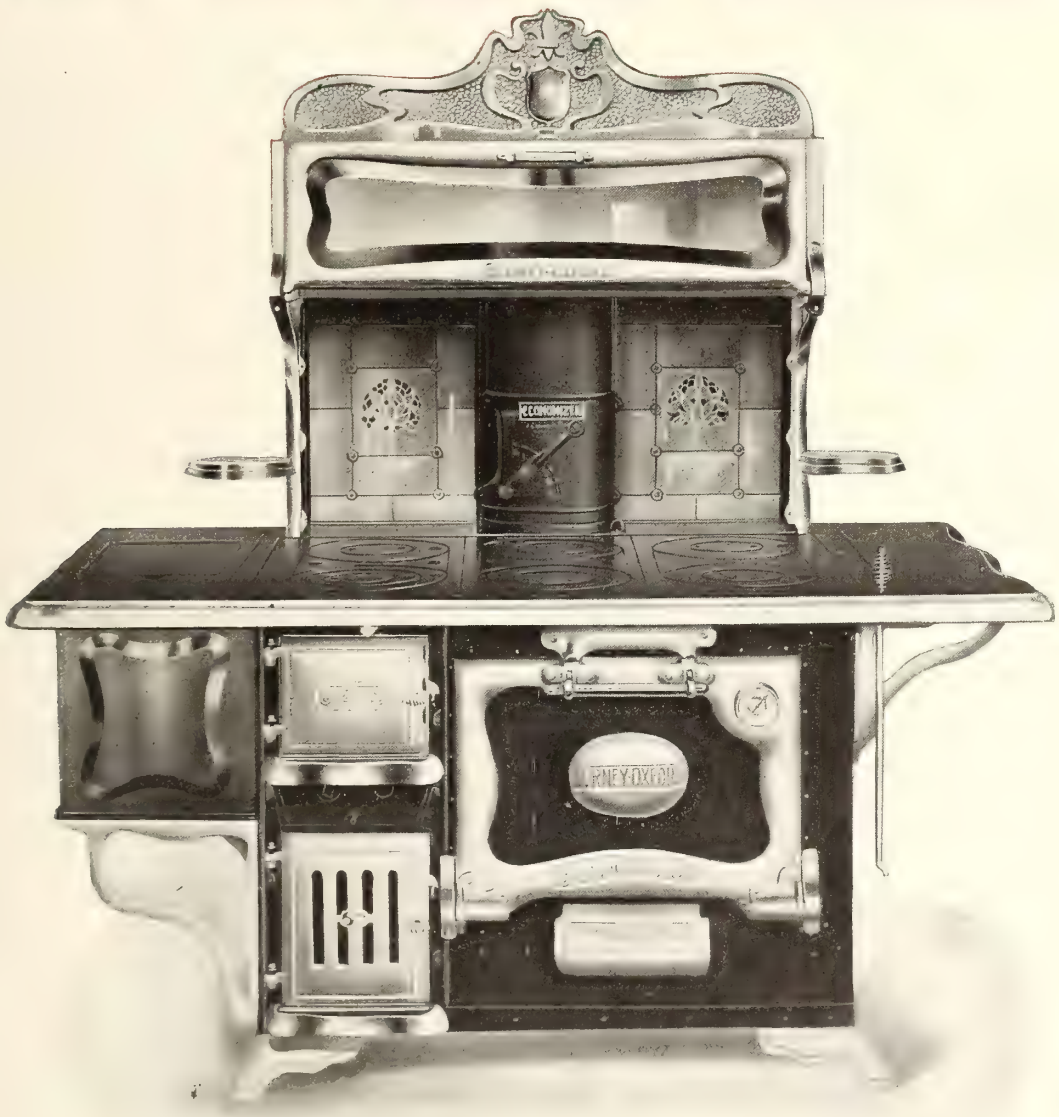


CANADIAN FACTORY - NIAGARA FALLS, ONT.

GURNEY-OXFORD

THE GURNEY-OXFORD SMOKE PIPE

Which Stove Line For Your Store?



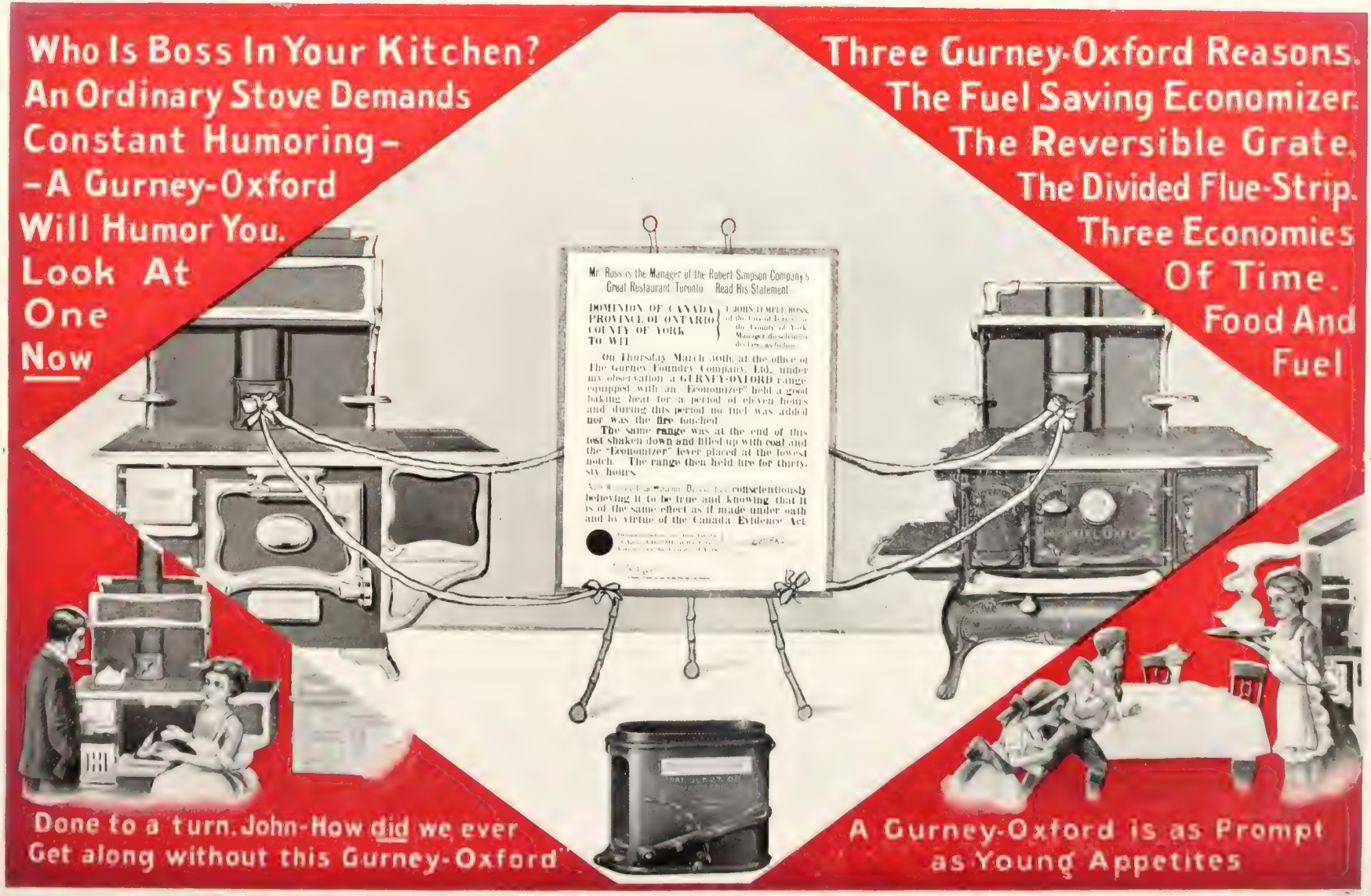
First, and most important, get stoves that work perfectly. We can't tell you that story here, Mr. Dealer. The quality of GURNEY-OXFORD Stoves is a by-word and a buy-word with good people in your town, and you can't find anything better to talk quality about.

Second, appearance. You have to attract people before you can sell them. Here is a sample of GURNEY-OXFORD products in the cut above. It is just one of a dozen tasty lines which will draw trade to your store.

Third, variety. Not enough space to go into this now either, but just consider this: We have four complete lines of steel ranges, and in the one line illustrated above you can get 14, 16, 18 or 20 inch ovens, left or right hand reservoirs, standard or ornate warming closets, *and the parts are largely interchangeable.*

The GURNEY-OXFORD is not only the best advertised line, but the best line.

A Gurney-Oxford Window Trim That Makes Sales



There Will Be No "Passers By"

When You Put This Display in Your Window

Here's the strongest endorsement a range ever had—presented in a new, original way, that drives conviction home and makes sales.

It gives the story of Gurney-Oxford superiority in a nutshell, and comes from an *unprejudiced third party,* and when this third party is a man of big reputation, manager of the largest restaurant in Canada, you may judge what effect this declaration is going to have on prospective stove and range buyers.

Read that card, Mr. Dealer—the one in the picture. That test can be made with any Chancellor on Imperial Oxford on any good flue.

Show your customers these facts, with this window dress. Hook up to the BEST advertising campaign, on the BEST GOODS and you'll get the business of your town.

Ask Our Nearest Office for a Copy of Our New Book. It Tells of Other Splendid Selling Helps.



Better Be

The Gurney-Oxford Man

Than The Man Against Him



GURNEY-OXFORD

THE GURNEY-OXFORD SMOKE PIPE

GURNEY-OXFORD

Special Demonstration of the Chancellor



and others of the splendid line of durable, economical, reliable and attractive

Gurney-Oxford Stoves and Ranges

now on display at our store—a demonstration that marks the 20th Century achievement in stove-making. Come and examine the special points of excellence—



The Oxford Economizer

—a marvellous device for the control of the heat. It gives a saving of 20% in fuel, besides economy of time and labor. A patent authorized only on this line.

The **Divided Oven Flue Strip** is a great economy of food. All danger of failure in baking is minimized with this clever arrangement for *even distribution of heat.* There is no better test of practical stove-work than this perfect oven control.

Another advantage lies in the **Reversible Grate** equipped with strong interlocking teeth that save waste, maximum heat with less fuel.

The Broiler Top—the strong oven door, are excellent features—and these all combine with attractive designs in wide variety of size and price.

You are earnestly invited to come and inspect the Gurney-Oxford line—for the good of your purse, your health, and "all the comforts of home."

This is a sample of the advertising which will run in the paper circulating in your town, Mr. Dealer, next Fall. This and much bigger ads, which we can't show here because they're bigger than this page.

The GURNEY-OXFORD proposition this year is one you simply can't afford to miss. Get the full detail of it from us. We will gladly mail you a large illustrated book showing what we are prepared to do to help you sell stoves in your home town.

The Gurney Foundry Company, Limited

Toronto Montreal Hamilton Winnipeg Calgary Vancouver

COPP'S STOVES AND RANGES



COPP'S SILVER QUEEN

This beautiful range is well worth a first place on every dealer's floor; it has in a marked degree the qualities of the very highest class of Steel Ranges, and yet is moderate in price.

We are adding several improvements for 1911—lift front key plate, sliding direct draft damper, enlarged fire box and ash pit. It is also fitted with our patent low closet.

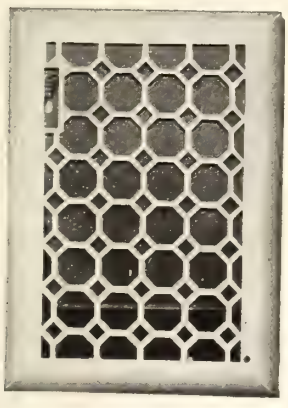
"THE WESTERN STOVE MAKERS"

W. J. COPP SON & CO.

FORT WILLIAM, WINNIPEG. VANCOUVER.

All known sizes Registers shapes and finishes

UNRIVALED SELECTION



CAST IRON

Floor and Wall Registers
Faces
Borders
Baseboard Registers
Original Design Goods

SEMI-STEEL

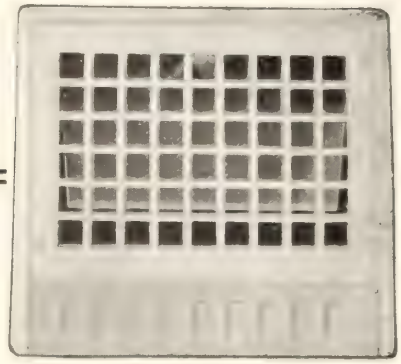
Floor and Wall Registers
Convex Reversible Wafers

WROUGHT STEEL

Floor and Wall Registers
Faces
Borders
Reversible Wafers
Baseboard Registers

EXTRA HEAVY DISCOUNTS

Canadian Ferrosteel Co., Limited, Bridgeburg, Ont.



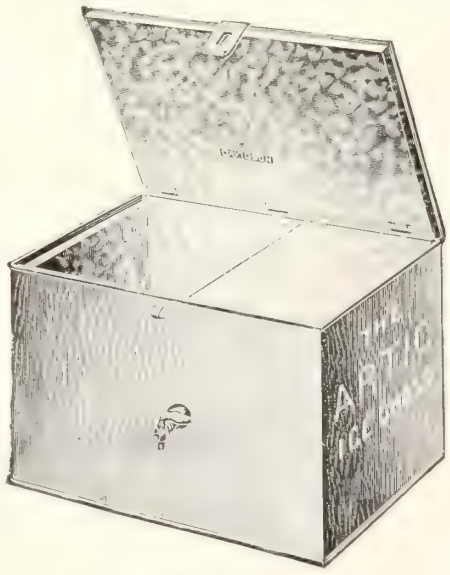
NEW STEEL BASEBOARD REGISTERS

This register takes a supply pipe 3 inches deeper than the studding, is light in weight and has an extra large air capacity.

Send for Descriptive Circular.

Tuttle & Bailey Mfg. Co. of Canada, Ltd.

BRIDGEBURG, - - - - ONT.



Made in Three Sizes.

"ARCTIC"

No. 20—19 x 13¾ x 13¾.
No. 30—23 x 16 x 16.
No. 40—27 x 19¾ x 19¾.

"POLAR" (A cheaper line with single walls.)

Two Sizes.

Small—20 x 14 x 14.
Large—28 x 16 1-2 x 16 1-2.

The "Arctic" Ice Chest

A Portable, Handy and Compact Refrigerator. Made on Scientific Principles

Double walls of galvanized iron.

Japanned Oak—with separate chamber for ice and nickel plated tap for the drip water.

The most suitable refrigerator yet made for yachts, summer residences, camping and picnic parties.

For the sick room it is a positive boon, as ice and food requisites for the invalid may be kept ready to hand at all times.

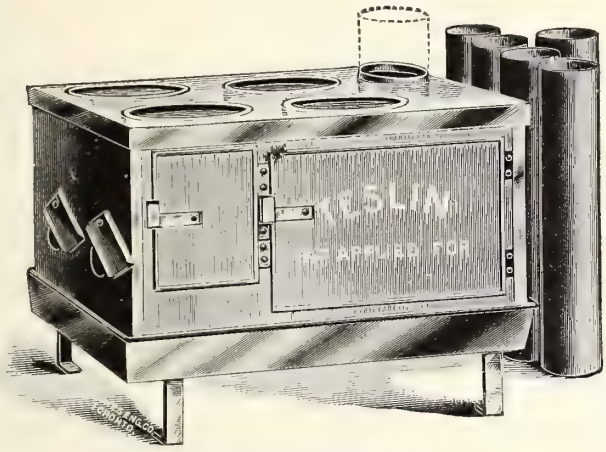
Prices on application.

The Thos. Davidson Mfg. Co., Limited

MONTREAL and WINNIPEG

Campers' Supplies

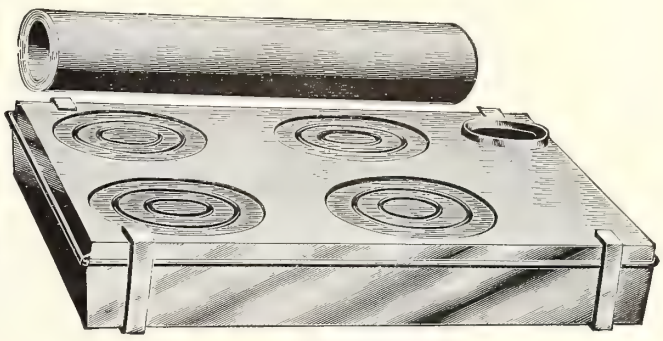
NOW is the season to prepare for Campers' Supplies. We show below a few lines of Camp Stoves, but we would like to send you our Camp Supply Catalogue which shows several lines of Camp Stoves and other accessories.



FLAT SHEET STEEL BUILT UP

THE "TESLIN" CAMP STOVE

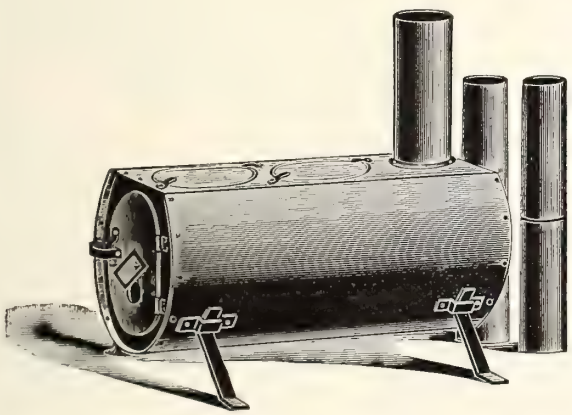
The Teslin will be found a very satisfactory stove for camp purposes. It is strong and durable and packs compact for shipping.



KNOCKED DOWN

STEEL B.C. CAMP STOVE

This camp stove is made entirely of steel and has four strong removable legs. It is specially constructed for heavy work and is a strong leader.



"SURVEYOR" CAMP STOVE

is also made of heavy sheet steel and is much used for surveyors' purposes, as the name indicates.



The camp supply business, aside from being profitable in itself is a good stepping stone to increased business.

McCLARY'S

LONDON VANCOUVER CALGARY TORONTO SASKATOON
ST. JOHN, N.B. MONTREAL WINNIPEG HAMILTON

THE S.M.P. Royal Nickel Plated Tea Kettles

Made of Finest Sheet Copper, Heavily Nickeled

Bodies and Bottoms stamped in one piece.



Pit Bottoms

Prices on Application.



Flat Bottoms

Spouts Double Seamed to body with handle stops on ears.

EACH KETTLE IS PACKED SEPARATELY IN A CARDBOARD BOX

Our Stock is Complete and We Can Ship Promptly. Send Us Your Orders.

The Sheet Metal Products Company,

of Canada **Successors to** **Limited**

KEMP MANUFACTURING COMPANY

MONTREAL **TORONTO,** WINNIPEG

Buttermakers Demand the "FAVORITE" Churn



BECAUSE they know it is the best. A glance at its construction---that light but rigid angle steel frame, the bolted trunnions, the tight and conveniently arranged cover, the combined hand and foot drive, the roller bearings---these very evident advantages convince one of its superiority, which is fully proven by actual churning tests.

As a natural result, more "Favorites" are sold in Canada than all other churns combined.

8 sizes, to churn from ½ to 30 gallons.

DAVID MAXWELL & SONS, St. Mary's, Ont.

A Single Winter Season

has served to demonstrate most conclusively to every user of a

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

that the properly humidified heat which our Circle Waterpan affords undoubtedly favors



HEALTH, COMFORT and ECONOMY

From this time on the furnace purchaser is going to insist on humidified heated air, and in the face of his convictions and your own on this point, are you going to argue with him that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we will have two complete lines of circle waterpan furnaces. We also make the neatest and cheapest line of side wall registers in the market, and a new side wall cold air base plate of same design as the registers.

Write us NOW for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

Western Warehouse:—156 Lombard Street, Winnipeg, Man.

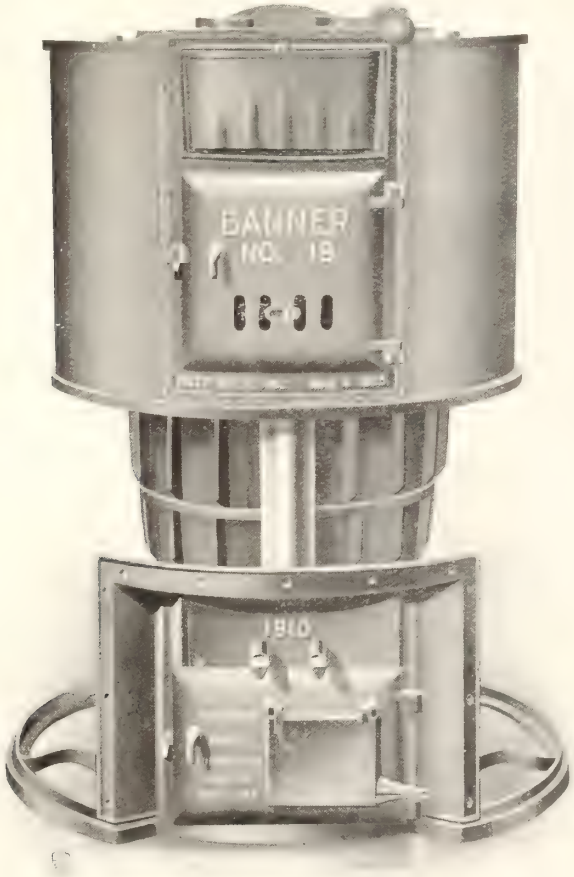
DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. Wood, Vallance Hardware Co. Nelson, B.C. Ross Bros., Limited Edmonton, Alta.

We make the following

FURNACES

The DOWN DRAFT, 5 Sizes
The BANNER, 5 Sizes
The ACTIVE, 2 Sizes

This will give you a line of three distinct styles of furnaces in twelve sizes, with heating capacities ranging from 7,000 to 60,000 cubic feet.



Special Features

Two Piece Fire Pot
Cast Iron Dome
Triangular Grate Bars
Large Ash Pit
Automatic Gas Damper
Water Coil Openings
Large Water Pan

WRITE FOR CATALOGUE

The Down Draft Furnace Co.

LIMITED

GALT ONTARIO CANADA

PEASE

FURNACES

Manufacturers of

Warm Air Furnaces

Combination Heaters

Round and Sectional Boilers for Hot Water and Steam

Registers

Radiators

Ventilating Systems, etc.



We are in a position to quote prices and make prompt shipments of all materials required in the installation of Warm Air, Hot Water and Steam Heating Systems.

Economy Furnace—300—Series B. Cased, with Vertical Shaker.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a TRIBUTE TO HONEST ENDEAVOR.

Pease Furnaces are constructed from only the best materials.

You make a friend of your customer every time you install a Pease Furnace or Heating System.

Let our Expert Engineering Department assist you when you have a heating or ventilating problem to solve.

Have you received a copy of our new illustrated catalogue and price list (No. 75) of our furnaces and boilers? If not, write to-day for one.

PEASE FOUNDRY COMPANY LIMITED

TORONTO WINNIPEG 75

Western representatives, Pease-Waldon Co., Ltd., Winnipeg

Hamilton Jewel Gas Ranges

for MANUFACTURED or NATURAL GAS are made in over 125 VARIETIES and every requirement can be supplied.

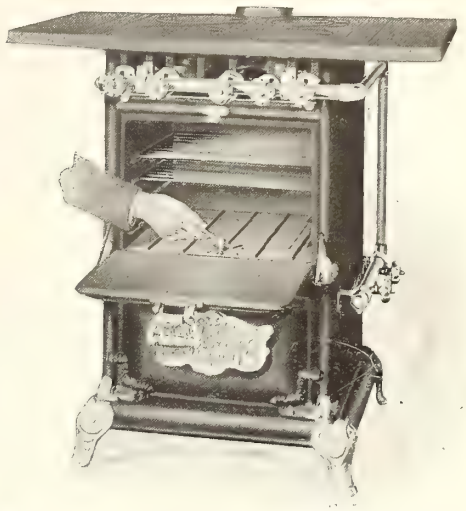


Single Oven

No.	Size of Oven	Size of Top
15	17 x 12 x 12 in.	22 x 19 in.
20	17 x 12 x 12 in.	32 x 19 in.
30	16 x 16 x 11⅞	35½ x 22¼ in.
40	15¼ x 16½ x 11	35½ x 22¼ in.
50	16½ x 16½ x 11	36¾ x 22¼ in.
60	18 x 16½ x 11	38½ x 22¼ in.
65	19 x 18½ x 12	39 x 24¾ in.

Double Oven

No.	Size of Oven	Size of Top
70	15¼ 16½ x 11	15¼ x 16 x 8½
80	16½ x 16½ x 11	16½ x 16 x 8½
90	18 x 16½ x 11	18 x 16 x 8½
95	19 x 18½ x 12	19 x 18½ x 8



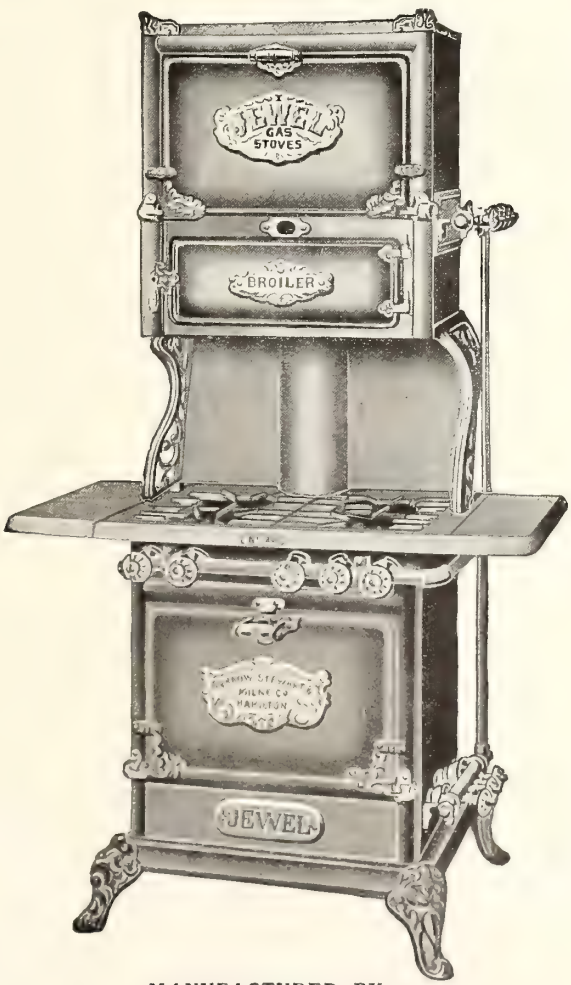
The Ovens have Spring Balanced Drop Doors. The Valves, Airmixers and other trimmings are all nickel plated. Galvanized Dust Tray under Top Burners. The body of Range is Asbestos Lined. All these Ranges are equipped with **Grave's Patent Safety Lighters**—see cut above. This lighter is far superior to the old style Pilot Light. It is **absolutely safe** because the oven door **must be opened** before the Oven Burners can be lighted, and thus all possibility of explosion through accidental accumulation of gas in the oven is avoided.

A **Thermometer** for registering the heat of Oven can be attached to the Oven door of any Hamilton Jewel Gas Range.

These Ranges can be fitted with **Hot Water Heating** attachments, or with Reservoirs or Side Broilers, and Top can be extended if desired.

Large Hotel Ranges

are supplied in every style.



Elevated Oven

Ranges are made in many different styles which are fully described in our **Catalogue No. 69.**

We also make various styles of

Side Oven

Ranges, which we have not room to illustrate here.

If you have not got our catalogue write us for one.

All Ranges are thoroughly tested before leaving factory.

Each Range is fitted with

Jewel Adjustable Needle Valve

which gives perfect control of gas supply. For accurate mechanical construction and satisfactory working, no other valve equals it.

Get our Catalogue No. 69

MANUFACTURED BY

The Burrow, Stewart & Milne Co., Limited

Head Office and Factory at HAMILTON **Winnipeg Branch, 130 James Ave.**

Agencies at Toronto, Montreal, Vancouver.

"WEAR-EVER"



The Buyer for the Home

She believes in the merchant who does business on the Quality basis—in goods whose trade mark is backed and pushed by energetic advertising.

The "Wear-Ever" trade mark means quality in cooking utensils.

Its prestige means to you, not only pleased and profitable buyers of cooking utensils, but more trade on your other lines.

It helps to make your name synonymous with quality.

You should have "Wear-Ever" advertising—magazine and dealer aid—working for **you.**

Write

The Northern Aluminum Co., Limited

Toronto, Ontario

ALUMINUM WARE

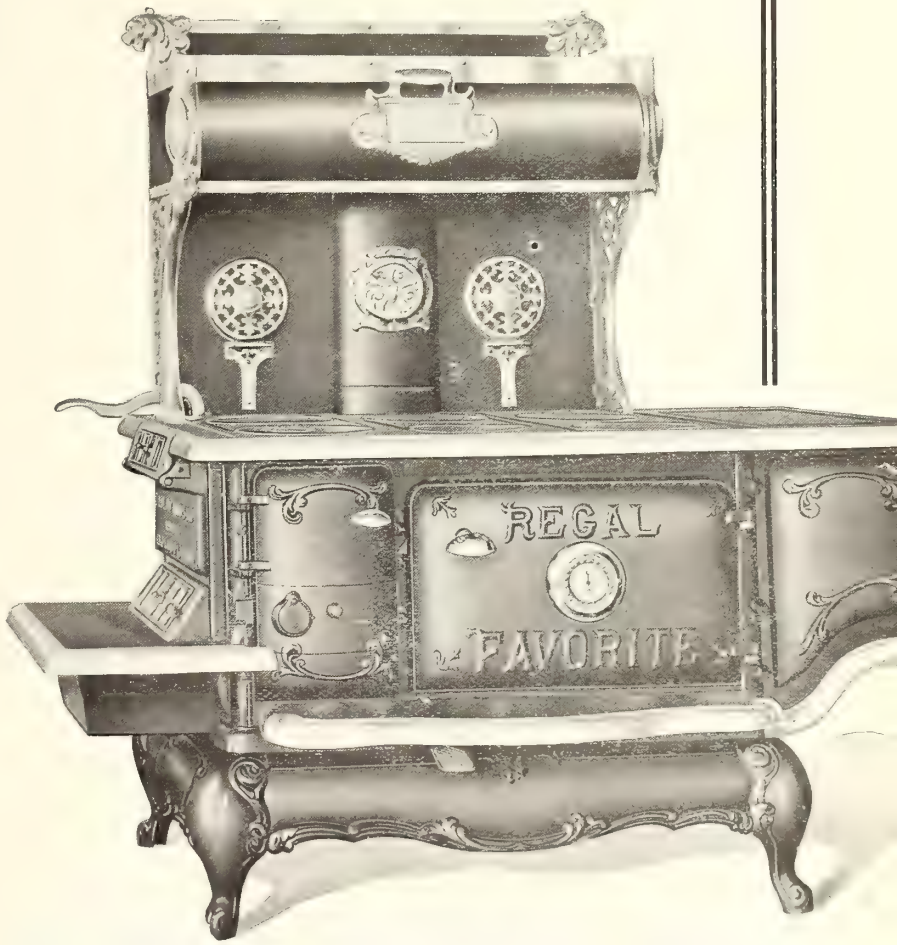
We herewith introduce our latest creation

THE REGAL FAVORITE

which is the result of close study, experience and knowledge of what should constitute a perfect range to suit the requirements of the Canadian People.

In most cases new ranges are produced by remodelling or re-dressing ranges of previous years but **THE REGAL FAVORITE** was designed and built from the wood in our own works under our supervision. Its construction is right and has features of utility aud economy not found in any other range.

THE REGAL FAVORITE has the largest and longest firebox for wood of any Cast Range made. In many coal and wood ranges the wood box is too small and too short and the fire door is only an apology. This is the chief objection to Cast Ranges for rural or farming districts where wood is the chief fuel used. This is where **THE REGAL FAVORITE** is strong, as it has an unusually large firebox for wood and a correctly proportioned fire box for coal.

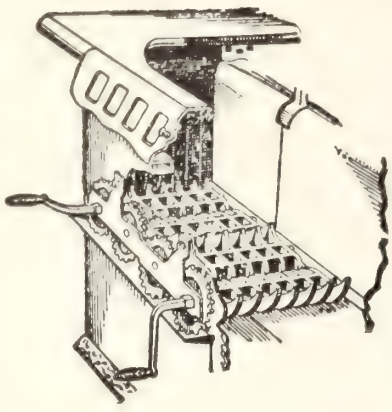


Reservoir and High Closet. Loose Locked Nickel Ware. Coal or Wood.

Our new catalogue which is now in the hands of our printers, will give full particulars and details of this range.

FINDLAY BROS. CO., LIMITED

CARLETON PLACE, ONT., and WINNIPEG



The Champion Grate

A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.
Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.



RICHMOND VACUUM CLEANERS

OVER 40,000 IN USE

¶ This famous Ten pound machine operates from any electric light jet.
¶ Attachments for all sorts of cleaning.
¶ For durability, effectiveness and simplicity is without a rival.

Retails at $75.00. Get our catalogue and trade prices.

PRATT SPECIALTY CO., 389a Bleury Street, MONTREAL, QUE.



Our New Cast Range

For City and Town Trade

We want you to investigate the merits of

THE FAIRY DIAMOND

Made in 16 and 18 inch ovens

This is an **up-to-date range,** with drop oven and spring controlled door, neatly nickelled. Looks right and works right.

It sells at a medium price and is a great trade catcher.

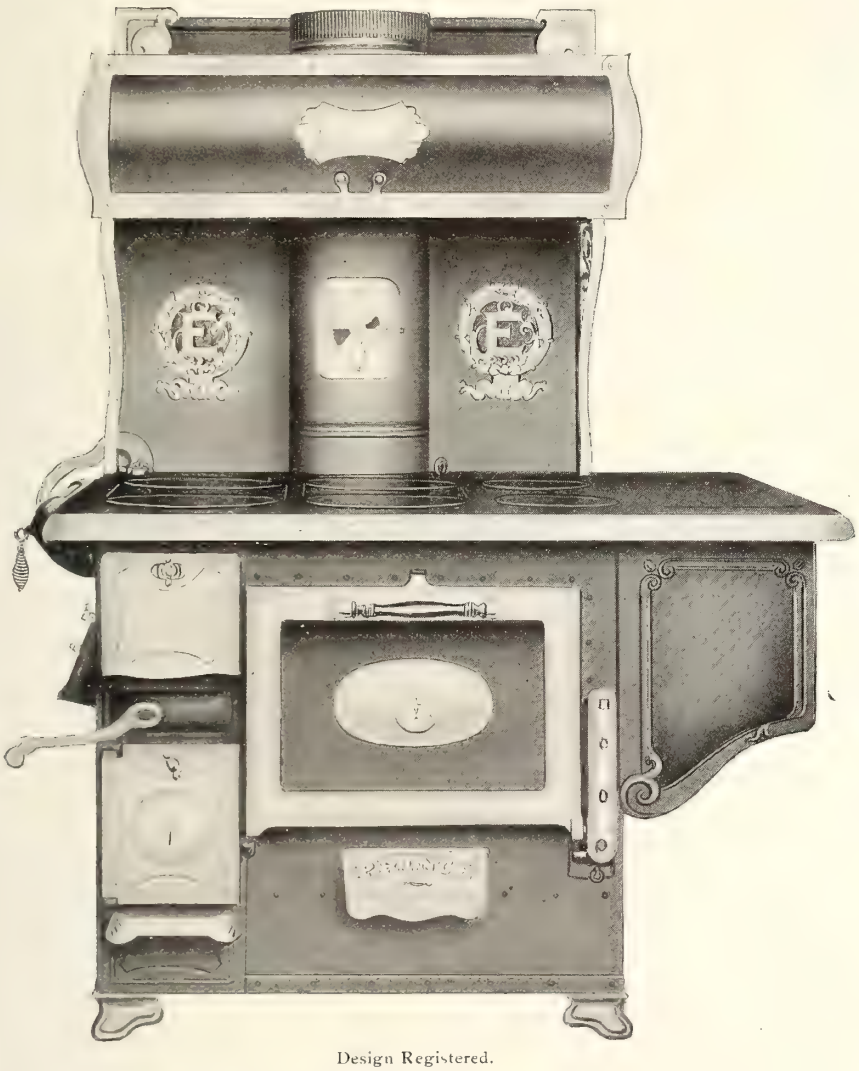
Give us a trial order.

Butterworth Foundry
Limited
OTTAWA, ONTARIO

THE

Enterprise Prince Steel Range

Our latest pattern and a very attractive one, both in quality and price. Every live stove dealer in Canada should see it. Has---



Design Registered.

Broiler Lift

Double Check Draft

Pouch Feed

Very Large Flues

Duplex Grate

Oven Thermometer

Detachable Reservoir

Smooth Nickel

Square Oven

and many other excellent features.

Made in four sizes---

No. 8-14 oven 14 x 18

" 8-16 " 16 x 18

" 8-18 " 18 x 18

" 9-18 " 18 x 18

Ask for illustrated circular giving full particulars.

The Enterprise Foundry Co., Sackville, N.B.

Distributors in Western Canada :

FRED. J. C. COX & CO., Winnipeg, Calgary, Edmonton.
THE ENTERPRISE HARDWARE CO., Saskatoon, Sask.
W. T. McARTHUR & CO., Vancouver, B.C.

A HANDSOME NEW REGISTER



EMPIRE SPECIAL
New design, made in 8 x 10 and 9 x 12 sizes

OFFERED TO THE TRADE THIS SEASON
AND SELLING VERY RAPIDLY

THE EMPIRE SPECIAL

Is an especially neat and attractive design, and meets the demand for a Register with a larger opening.

It sells at a moderate price and catches the trade.

We are Headquarters for Everything in

Side Wall and Floor Registers and Faces

Write us for Prices

Canadian Heating & Ventilating Co.
Limited

Owen Sound - Ontario

CHRISTIE BROS. CO.
Cor. Park and Henry Sts., Winnipeg.

Western Agents:

M. C. DREW & SON
Vancouver, B.C.

Ru-ber-oid Roofing
Trade Mark Reg.

Sells on its Record



When you recomend RU-BER-OID you can talk *facts* – not anticipations.

RU-BER-OID has *proved*, in twenty years of actual service, that it is weather-proof, strongly fire-resisting, unaffected by acids, fumes or gases, or by extremes of heat or cold—that it will neither rot, warp, rust, crack, peel off, get soft and porous nor hard and brittle.

This evidence of what RU-BER-OID *has done* under the most adverse conditions is the very best kind of proof of what it will do.

The Standard Paint Co. of Canada
Limited

286 St. James St., Montreal.
179 Bannatyne Ave. E., Winnipeg.
105 Tenth Avenue East, Calgary
25 Pender St. W., Vancouver.

Money in Second-Hand Stoves

We have a number of slightly used stoves and ranges for gas, natural gas, coal and wood, taken in exchange for new gas ranges.

These include all leading makes. Most of them are nearly new, and all put in first-class condition.

Large profits for dealers on these goods. Write us for prices.

Westwood Bros.

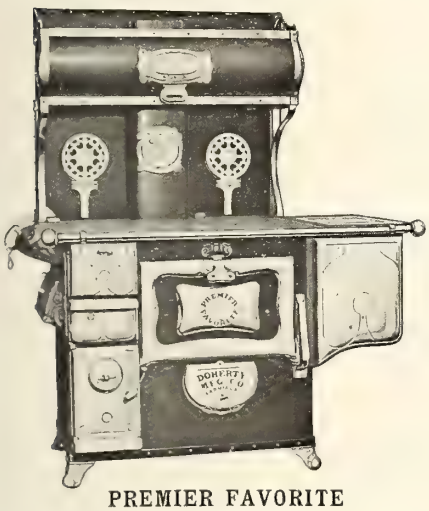
633-635 Queen Street, West, Toronto, Ont.

Decarbon Steel Stoves and Ranges



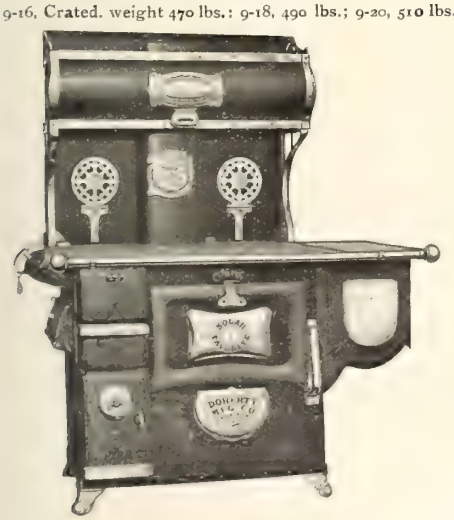
SUPERB FAVORITE

69-19 Crated, weight 605 lbs.; 369-20, 615 lbs.



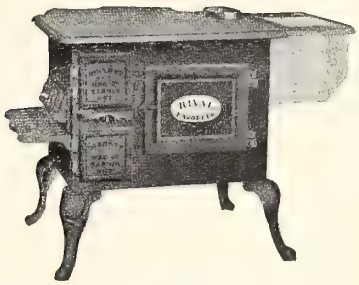
PREMIER FAVORITE

9-16, Crated. weight 470 lbs.: 9-18, 490 lbs.; 9-20, 510 lbs.



SOLAR FAVORITE

9-16, Crated, weight 470 lbs.; 9-18, 490 lbs.; 9-20, 510 lbs.



RIVAL

9-12, Crated, weight 135 lbs.
9-14, " " 160 lbs.
9-16, " " 195 lbs

THE SUPERB FAVORITE excells all other steel ranges. Some of the features are: Braced and spring balanced oven door, well proportioned fire box, heavy fire linings, Wellesville blue polished steel body of heavy gauge. The flue construction is such as will allow free circulation and be economical on fuel.

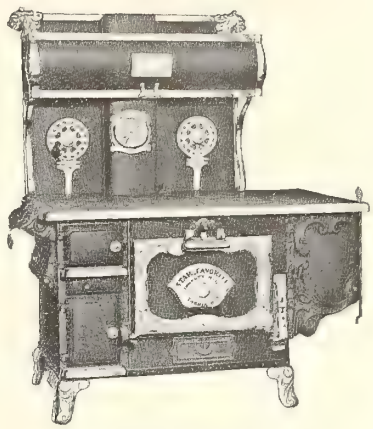
THE PREMIER FAVORITE is a range for people who study both quality and price. Some of the features are: Cast back flue, spring balanced oven door, sectional fire box linings, large boiler door, roomy ash pot, and draw out grates.

THE SOLAR FAVORITE is a good, well made range that has stood the test for years. It will last just as long and bake just as well as any range costing twice as much.

THE NOVEL FAVORITE is made to meet the demand for a cheap, six-hole range, has duplex grates, heavy fire box linings and very large ash pan. This range demands the same careful attention in manufacturing as our more expensive lines.

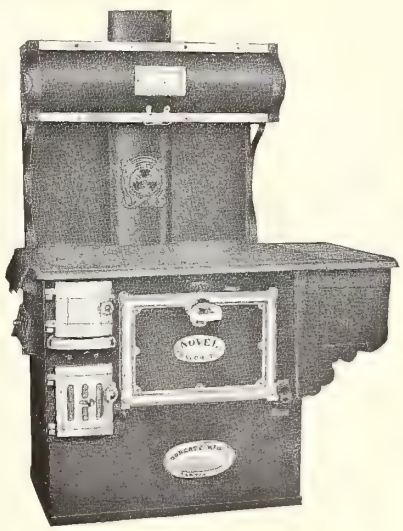
THE GLEN FAVORITE is a four-holed range that will stand the hard usage and give as good service as any medium priced range. It is made in a superior and workmanlike manner and is as good as it looks.

All castings used in the construction of these ranges are made of Decarbon Steel, which will not warp or crack like the common grey iron castings.



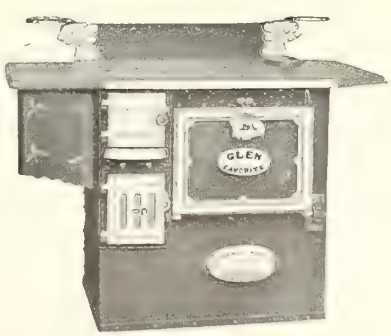
STAR FAVORITE

9-16, Crated, weight, 450 lbs.; 9-18, 470 lbs.: 9-20, 490 lbs.



NOVEL FAVORITE

9-18, Crated, weight 300 lbs.



GLEN FAVORITE

9-16, Crated, weight 250 lbs.

The Doherty Mfg. Co., Limited - SARNIA, ONT.

MacKENZIE BROS., Western Agents, **WINNIPEG.**

"The cleaner that surely makes good."

REGINA VACUUM CLEANER

Write Page Wire Fence Co., Limited, Walkerville, Ont. for special proposition.



Regina Hand Power Vacuum Cleaner

THE Vacuum Cleaner has come to stay, Mr. Dealer, no doubt of that. The only thing that remains for you to do is to tie up with the right cleaner. We ask you in your own interests to investigate the "Regina" because for simplicity and thoroughness of work we doubt if it can ever be equalled.

Two pumps are working all the time—and so easily that a child really can run the "Regina." These two pumps create a continuous suction that dirt and dust simply cannot resist.

Dust can be quickly and easily removed without fussing with bolts or screws or upsetting the cleaner. The Regina is light, portable, handsome and durable, reasonable in price and fully guaranteed.

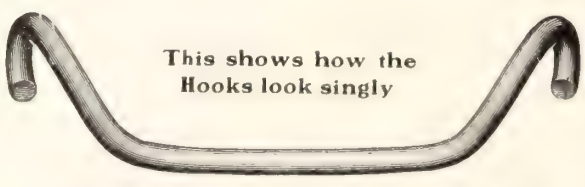
The Regina Vacuum Cleaner Electrically Operated

wins wonder and praise for its remarkable efficiency and low running cost. Embodies the principle of the double pump—has two separate diaphragms or air pumps operated by a powerful electric motor. The suction power is tremendous and continuous—2400 impulses per minute, 1200 for each pump—the action of one following immediately upon the action of the other. A remarkably successful cleaner.

Whatever other cleaner propositions you have investigated don't class the "Regina" with the ordinary kind.

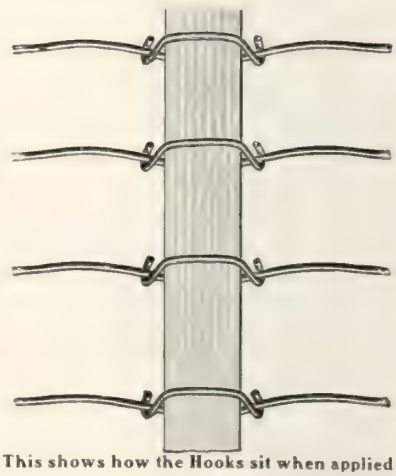
PAGE GALVANIZED FENCE HOOKS

One of the simplest and handiest devices your customers ever bought of you will be these Page Galvanized Fence Hooks—for fastening wooden pickets ¾ x 1¾ on wire fences. Page Galvanized Fence Hooks are perfectly made, so there is no waste. Every hook is ready to be used. We also supply tools for applying the hooks. We can stock you with wire hooks, wire stays and the necessary tools for applying same. Write for prices.



This shows how the Hooks look singly

Prompt shipments are the rule with Page. No need for delay—we are in a position to take care of your orders promptly—this will please YOUR customers too.



This shows how the Hooks sit when applied

The Page Wire Fence Company, Limited

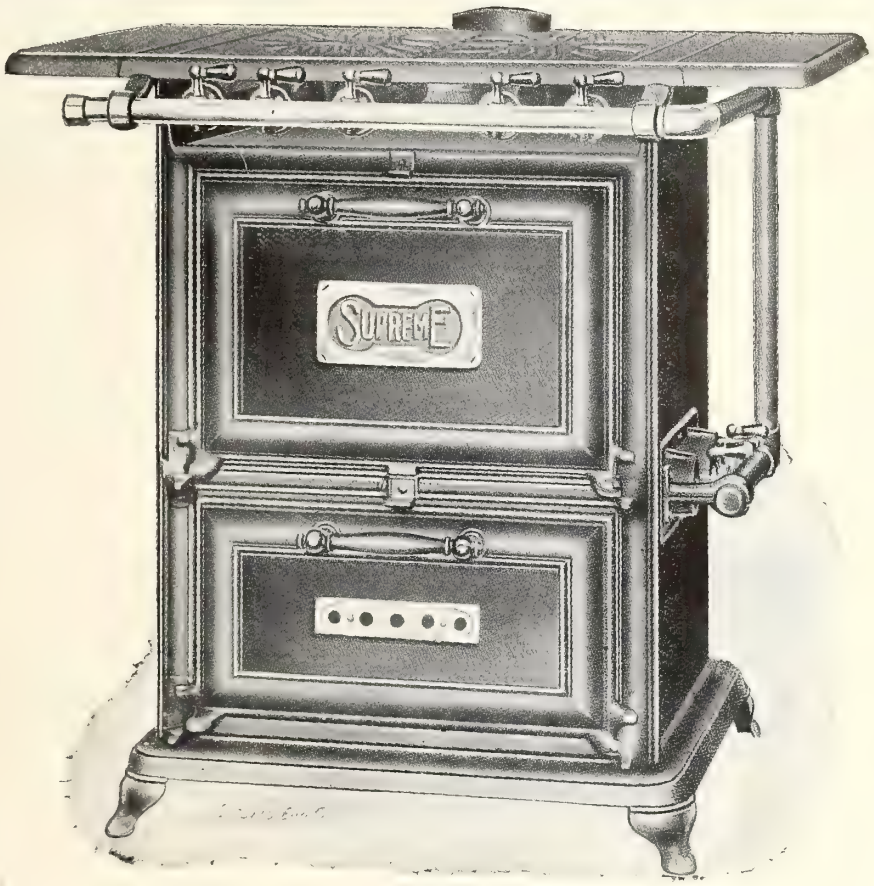
WALKERVILLE, ONT.

Branches: Toronto, Cor. King St. West and Atlantic Avenue; Montreal, 505-517 Notre Dame St. West; St. John, N.B.: 37 Duke Street.

SUPREME GAS RANGES

New and Up-to-date

For Natural and Artificial Gas with 16 inch and 18 inch Ovens.



Standard Double Oven Type.

A Few Distinctive Features.

Unique design throughout with extra large top and wide shelves which fit either side and the same shelf fits either the 16 inch or 18 inch oven Range.

The base, top, front and doors are cast iron ; the body, 24 gauge steel, making the Range strong and rigid.

The burners are of the improved star-drilled type, with the mixer ends, cast to the burner proper. The mixers are so constructed to insure a perfect mixture of gas and air, thereby making a perfect combustion and reducing the consumption of gas to a minimum.

Oven and broiler doors are spring balanced and provided with safety spring catches which are easily released by pressure from within, eliminating the possibility of explosions.

For further information and prices write

The Supreme Heating Company, Limited

WELLAND - - CANADA

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly

CANADIAN HARDWARE AND STOVE JOURNAL

Established 1909

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization

Circulates everywhere in Canada

VOLUME THREE — TORONTO, JUNE, 1911 — NUMBER SIX

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor
GEO. H. HONSBERGER - Business Manager

Subscription, - - One Dollar per Year

"The Hardware and Stove Journal is the best trade paper proposition in Canada to-day." "You are turning out a magnificent paper and deserve to succeed." "Your May number was the best regular issue of a trade paper I have ever seen." "When will you be changing the Journal into a semi-monthly or weekly paper?"

Thanks

The above quotations from four of the Journal's leading advertisers, coupled with scores of similar commendations in letters received from subscribers, indicate that the Journal's publishers are succeeding in their effort to establish a high class trade journal, giving readers and advertisers the best possible service in printing, ad. composition and editorial matter. In due time announcement will be made of plans for the more frequent publication of the Journal.

Not only is the Journal setting a standard for itself, but other trade publications are improving the quality of the paper they are using and endeavoring to give a similar service to advertisers to that given by the Journal. "Imitation is the sincerest form of flattery."

The coming of summer brings news of the early closing of hardware stores in many towns where the hardware men are big enough to get together for their common good. Early closing and a half day off is but doing justice to the salesmen and store staff who work many extra hours in the busy seasons.

Take a Holiday

The summer season is a good time to do some traveling, however, to pick up more progressive ideas. A firm intending to rebuild, for instance, might have one partner go to a few cities in one direction, while the other went in the opposite direction, each gathering ideas in store construction from the places they visit, taking notes and comparing same on their return.

And the clerks might be given a week or fortnight's holiday and a ticket to some important hardware center, with a few letters of introduction to manufacturers or jobbers, the clerks being asked to spend part of their time in learning how the goods they sell are manufactured and stored.

Don't stay in a rut, spend a little money to get the latest ideas. It will pay in the long run. Anyway, you have only once to live this life. Live it well.

There is a good opening for one active hardwareman in every city to make a specialty of repairing lawn mowers, and carrying a stock of repair parts. John Caslor, Toronto, for instance, has a machine for grinding mowers, and last year sharpened about 500 during the summer season, his charge for grinding being 75 cents. The constant call for repair parts, has also induced him to lay in a stock of the parts most often called for. These he will supply to other retailers at a discount off list price, enabling them to save delay in securing the repairs.

Lawn Mower Repairs

Very frequently the postage, etc., on repairs costs more than the parts themselves, so manufacturers will be only too glad to co-operate with dealers who lay in a stock of repairs. For $25 or $30 a good supply can be secured.

Delays in waiting for repairs are also annoying, but these are being avoided by many retailers who send their order for repairs direct to the manufacturer, with the request that the order be charged to their jobber's account. This saves the jobber trouble and, where the firm is known to the manufacturer, he does not hesitate to forward the repairs and send the account to the jobber.

Care must, of course, be taken in properly describing the repairs desired. A case in point occurred last

week where a hardware man called up a manufacturer over the long distance phone and asked for a certain part. "For which machine and for which side?" asked the manufacturer. The retailer had forgotten to get this information and had to ring again a few minutes later, the best part of a dollar being eaten up before the part was delivered to him.

Lawn mower repairs are small things, but there's profit in the small things if handled aright, while there's endless annoyance if care is not taken to look after them in the easiest possible manner.

Waste Energy

It is surprising what small things some business men will bother their heads about. Letters will be written over the most trivial matters and valuable time lost in arguing a point with traveling salesmen, and in repeating the details of minor incidents to parties whom they do not concern.

Last month, for instance, an intelligent Ontario retailer placed an order for a twelfth of a dozen of several sizes of a certain line of goods. The jobber, in filling the order, followed his usual practice of taking the fraction of the cent where it ran over the half and, as it happened, this occurred several times on the order

The retailer, who writes one of the best letters of any customer on the jobber's books, sent a letter of protest, spending nearly as much in postage as the supposed overcharge amounted to, not taking into account the time spent in writing the letter and the time which was probably taken up in fighting it out with the jobber's salesman on his next call.

The jobber's contention is that the buyer of a twelfth of a dozen is not entitled to as low a price as the buyer of a dozen lot, and he points out that if the buyer had been given the fractional advantage he would have bought lower than the quantity buyer.

It isn't good business to "nurse a grouch" over a trivial matter. Let your thoughts dwell upon the profits to be made rather than the minor savings which may result from a scrap with the firms who supply you goods. You abhor the bargain hunter, who peddles prices and lies from store to store. Then keep yourself clear from using similar tactics in your buying.

There is a certain jobbing house in Canada, with a reputation for the closeness of its buying. Yet if reports are true the profits of that house at the end of the year are not nearly so large as are shown on the balance sheets of another jobbing house, which has in recent years built up a reputation for its progressive selling methods.

Shrewd buying is necessary, but good salesmanship is more necessary.

Set an Example

A town in Eastern Ontario has a good example of what oughtn't to be. One of the first stores seen on the way up from the depot is a paint store, in which a leading manufacturer's window trim is shown. Yet the building in which the store is located is absolutely unpainted, with the exception of the front and a few feet around the side, a vacant lot adjoining giving the structure a decidedly bad appearance—particularly for a paint store.

Hardware men who sell paint should be careful to see that their store fronts and fixtures are kept "brightened up" each year as, by their example, they will shame less progressive owners of store buildings and encourage all who see the brightness of the store to use paint to add to the beauty of their own buildings.

Quality Guaranteed

Illustrating the point in the Journal's editorial on "Trade Mark Insurance," in the May issue, an Ontario hardware man tells of how he had trouble with some compression bibbs recently, but when he tried to find out whose make they were, he could find no trade mark upon them, they being a cheap line bought from a jobbing house.

In future the hardware man will insist on receiving trade marked goods, he realizing that while the first cost may be a trifle greater, the danger of annoyance and lost time when using the goods will be greatly minimized.

Retailers who desire to build a reputation for quality goods, and have customers continue to trade at their stores, will show wisdom in buying only well advertised goods bearing the manufacturer's trade mark. A manufacturer who puts his hand on the goods he manufactures and shows his faith in them by advertising the goods, is more deserving of support than the nameless maker whose chief aim is cheapness.

Resale Prices

A subscriber draws attention to the fact that manufacturers too frequently set too small a margin of profit on lines of goods on which they name a minimum price at which retailers shall sell to consumers. As he says, "A margin of 15 to 20 per cent. added to a line of goods which require to be carried in stock, and which are not fast sellers, would not be a fair profit, as it costs from 12 to 20 per cent. to do business."

A good example of a fair margin is the retail price established on "Maple Leaf" hand saws. A saw listed at $1.35 is packed in a canvas bag on which a retail price of $2.00 is plainly marked.

Both the Ontario and B.C. Retail Hardware Associations have taken a stand in favor of price maintenance on the part of manufacturers, and the retailers, if they are consistent, will support those manufacturers who are helping to make it possible for them to make a fair margin on the goods they sell, by protecting them against the price-cutter.

Spraying Time

"I'm going to have a big trade in spraying materials this year," said a Norfolk county hardwareman the other day, "already I have sold several pumps and a large quantity of chemicals." Hardwaremen who haven't yet got in on this line should prepare now for next season. Write manufacturers for booklets and pick up all information possible about methods and results of spraying fruit trees. Then select a line for next season and be early after orders. The early robin catches the juicy worm.

What Trade Associations are Doing

THAT ANTI-REVOLVER LEGISLATION.

A circular letter sent to hardware merchants throughout Ontario by Secretary Wrigley of the Ontario Retail Hardware & Stove Dealers' Association, contained the following:

> The Superintendent of Provincial Police has advised the Secretary of the Association that while the new "Offensive Weapons Act" will be strictly enforced so far as exposing for sale of bowie knives, dirks, etc., the latter is not intended to cover domestic, butcher or hunting knives.
>
> "We will not interfere with retailers who expose revolvers bearing maker's name and serial number," said Supt. of Police Rogers. "This will cut out the sale of cheap revolvers and knives used for stabbing purposes, the majority of which in the past have been sold in pawn shops in the larger cities, and in some cases by hardware men in districts where Italians and other foreigners are engaged in railway construction work."
>
> "We want to stop the sale of air guns entirely," continued Mr. Rogers, giving as his reason that the boys who possess these guns use them to destroy birds, squirrels, etc., the desire being to conserve forest life as much as possible. "We will be very particular as to whom we give permits to for buying air guns."
>
> As permits can only be obtained from the provincial, city or town police, the new law will necessarily work a hardship upon retailers in the smaller places where no regular police force exists. Buyers of weapons will have to go to the large places or buy from the mail order houses outside the province. The new law will also work a hardship upon retailers in towns near the border of the province, trade being diverted across the border line. There is no penalty upon the purchaser from a mail order house unless the weapon is carried without a permit.
>
> There is nothing to prevent the sale of revolvers, etc., from jobbers to retailers except that jobbers, like retailers, must keep a record of their sales and send a report quarterly to the Supt. of Provincial Police. The question of preparing a form to be supplied to hardware merchants on which to make these quarterly reports is being considered by the provincial authorities. A literal reading of the new act would call for each retailer obtaining a permit to buy a stock of revolvers from his jobber, but a regulation will be drafted making this absurd condition unnecessary.
>
> Are such drastic regulations governing revolver sales necessary. Compare law abiding Germany (where no restrictions exist), for instance, with anarchy-ridden Italy (where the sale of revolvers, pistols, etc., is practically prohibited). Under the new Ontario law the man who wants a revolver for criminal purposes can easily obtain it outside the province, while the restriction is placed on the man who wants a revolver in his home for defensive purposes.
>
> The Association still has the matter in hand and will endeavor to have the law amended so that trade will not be diverted from retail stores to mail order houses outside the province. Suggestions are invited from hardware retailers as to other phases of the new law which might be taken up when the representatives of the Association hold their next conference with the provincial authorities regarding the workings out of this new and annoying piece of legislation.

So far very few practical suggestions have been made by retailers, although the vast majority are opposed to the enforcement of the act. Many, however, are lukewarm, judging by their failure to express their opinions on the subject.

WEIGHTS AND MEASURES INSPECTION.

The petition being gotten up by the Ontario Association, asking the Minister of International Revenue to abolish the tax on merchants for re-inspection of weights and measures is being largely signed, and a petition was placed in the hands of about 1,200 Ontario hardware men, and some have already returned the petition with as many as 20 to 30 names attached. Those who have not returned the petition to Secretary Wrigley should do so at once.

Retailers in other provinces who agree with the position taken by the Ontario Association are asked to paste the accompanying form of petition on a blank sheet of paper, and after securing as many signatures as possible, to forward same to Secretary Wrigley, 44 Agnes Street, Toronto.

PETITION.

To the Honourable, the Minister of Inland Revenue,
Ottawa, Ont.:

Sir:—We the undersigned merchants of the
of wish to express our hearty approval of the principle of the establishment of uniform Standards of Weights and Measures, and also the customary re-inspection at stated periods by duly qualified Officers of the Department of Scales, Weights and Measures, as a protection to both consumers and merchants.

BUT, WHEREAS this re-inspection system is in the interest of the public in general, and firmly believing that the expense of said re-inspection should be borne out of the general revenue of the country, we beg to submit the following resolution, passed at the Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association, held in Peterboro, February 21 to 24, 1911:

> WHEREAS in the opinion of this Association the present system of charging dealers for re-inspection of scales, weights and measures, is unjust to the merchant, being in the interest of the general public, Be it therefore resolved that the Government be petitioned to assume the expense of such re-inspection charges, and that the Secretary be instructed to send a copy of this resolution to the Honourable, The Minister of Inland Revenue. Carried.

We, your petitioners, therefore, humbly pray that the necessary amendments to the Act be mtde to carry out the substance of above resolution, and to relieve us of the payment of fees, which we firmly believe to be unjust.

And your petitioners will ever pray.

GETTING READY FOR GUELPH EXHIBITION.

Floor plans of the Winter Fair building at Guelph, are being prepared, and manufacturers will soon be given an opportunity to select locations in next year's exhibition. Quite a number of exhibitors at last year's convention have already applied for space.

WILL EXHIBIT AT TORONTO FAIR.

The big exhibit of "Philadelphia-Made-Hardware," which has been shown at a large number of State hardware conventions during the past couple of years, and which, it is hoped, will be a feature of the convention at Guelph next February, is to be shown in the process building at the Canadian National Exhibition at Toronto next September.

NEW PLUMBING FORMS READY.

The Secretary of the Ontario Association, 44 Agnes Street, Toronto, is now in a position to supply three sets of supplies to members, as follows:

Collection letters, 60 of No. 1, 40 of No. 2, and 100 envelopes for $1.

Stove Rent Agreements, padded in sets of 50 originals and 50 copies, for $1.

Plumbing estimate forms, padded, 100 for $1.

Samples will be sent to any hardwareman in Canada upon request.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Association.

Editor, Insurance Advisory Department

I have just turned my business into a joint stock company, but I hold all the stock but a few shares. I call it the Scott Hardware, Limited. What effect will this have on my insurance?

PETER SCOTT.

Statuory Condition No. 4 reads:—"If the property insured is assigned without a written permission endorsed hereon by an agent of the company duly authorized for such purpose, the policy shall thereby become void; but this condition does not apply to change of title by succession or by the operation of the law, or by reason of death."

It is necessary for you to have effected a transfer of the policy from Peter Scott to Scott Hardware, Limited; just as you would have to do if you had sold it to some company in which you were not interested.

If the public could clearly understand that the insurance contract is a personal contract; that the Insurance Company does not insure the buildings or goods but that it insures the person, in your case, Peter Scott, against loss on certain property; then it would be clearly understood that any change of ownership or interest or the introduction of another party into the contract as mortgagee or assignee or partner or in any other way, may and usually does avoid the contract. The Insurance Company has signified its willingness to insure Peter Scott, but it may have serious objections to insuring The Scott Hardware, Limited, about the shareholders of which it knows nothing. A company will insure a man like Peter Scott, with his excellent record, if he were to locate in New Ontario, while it might not insure a joint stock company of any kind in the same district.

Any change of ownership or interest or any incumbrance should be promptly notified in writing to the head office of the Company.

TARIFF VS. NON-TARIFF.

There is probably no question more frequently discussed in fire insurance than this, and it is a question about which much misconception exists. Some agents who represent largely tariff companies do all in their power to give the impression that the "tariff" is the heaven of all that is good in insurance, and that all non-tariff belong to the region where fire insurance is not effected. Some non-tariff agents in turn characterize the "tariffs" as extortionate and extravagant, and as accumulators of enormous and unjustified profits.

It is far from our belief that the Canadian Fire Underwriters' Association, membership in which constitutes tariff, is any heaven born institution, although some of its officials are sometimes referred to as "tin gods," yet we doubt if any company as a result of membership in that Association has accumulated any enormous or unjustified profits. Neither has any company which has seen fit to refuse to subject itself to the regulations of that association with regard to rules and rates to be considered unsound.

The truth is that there are good and bad in both. There are and have been members of that Association, and those who are not and never have been members, reassuring, and some whose methods of finance and business management have been subject to severe criticism.

The Underwriters' Association undertakes to fix the rates and prescribes conditions under which business shall be written by its members. That these rates and conditions are not absolute is readily proven by the fact that while some of its members are making money others are losing heavily; while on the other hand some companies are making money every year and doing business at rates 10 and 20 and even 50 per cent. less than the rates set by the association.

After all in fire insurance, as in every other business, the personal equation is the great feature, and in insurance the fire loss of the future is the great unknown. A master underwriter is the **sine qua non** and he has and will conduct a company as a non-tariff at 2-3 the tariff rates and pile up surplus, while an incompetent, aided by all the modern rating bureaus and underwriters' combinations will pile up rates and deficits. Now, the moral of all this is, to the insured, be sure you buy protection. Examine carefully into the standing and record of the company. If you find reputation for honesty, if you find surplus to protect the policy-holder, if you find a policy free from restrictions (red ink variations) then you may buy tariff or non-tariff. If you have doubt as to the strength, if the repute of the present management is doubtful, if the policy is filled with trick clauses, if you are required to bind yourself by signing long and complicated applications, then think twice. Under such conditions "cheap insurance" may be dear at any price. A good policy, free from restrictions, backed by a large surplus, in companies with good reputations, conducted by honest and reliable management can be obtained in both tariff and non-tariff offices. Buy intelligently, looking for quality of goods and without being influenced by catch words—facts not fancies.

Salesmanship Essential to Success

ORIGINAL STORIES OF SALESMANSHIP.

No. 1. By W. W.

"I've come to go to work," said a determined looking but rather uncouth individual one day some years ago, when he called at the office of Landers, Frary & Clark, New Britain, Conn. His determination won him consideration and consideration resulted in trying him out on the hardest job he could be put at—selling butcher knives.

Nothing daunted the new employe, and he set to work. It wasn't a feather mattress job by any means, and turn downs were plentiful. But each failure only seemed to sharpen the embryo salesman's edge. He was of a studious nature and every argument made against his goods only helped him to learn more about the strong and weak points of butcher knives. Soon he knew butcher knives so well that, as Jim Stanley says, he could play a tune on them.

L. L. Redick, whom many Canadian wholesalers and retailers will remember, is the hero of the butcher knife episode. He is now the European sales agent for Sanders, Frary & Clark, and there are few countries in which he has not practiced his salesmanship abilities.

The moral of the story, and the lesson from Redick's success, is that a knowledge of the goods one sells is essential if success is to be achieved.

The writer saw Canada's largest hardware manufacturer listening intently to what a retailer was saying about lawn mowers not long ago. If a successful manufacturer has open ears for anything said about goods he makes and sells, surely it will pay hardware clerks to keep their eyes and ears open, ever ready to gather knowledge about the lines they handle from day to day.

SPECIALIZE ON SELLING SAWS.

By H. T. Benham, E. C. Atkins & Co.

There is no tool that adds so much to the character of a stock of hardware as the saw. This is but natural, because they are, as a rule, sold to high class mechanics, who are very particular in their tastes.

The entire stock of builders' tools is apt to be judged by the saw which is sold. It is of the utmost importance , therefore, that this particular item receive the most careful consideration.

Too many dealers regard saws as a necessary evil and do not appreciate that they can be made one of their most profitable lines. This cannot be done unless they become a specialty. And they cannot be made a specialty until a brand is installed which embraces not only quality of material but individuality in material and construction as well.

So long as you are selling the same identical merchandise as your competitor, you have nothing special to offer excepting your own personality. If he is selling a certain tool at a certain price, you will be forced to sell it on an equal basis. But if you offer one containing distinctive features, not found in your competitors' goods, you can legitimately ask and receive a higher price, providing always that your goods are worth the money.

The best trade, be they mechanics or householders, will gladly pay you 25 or 50 cents more for a saw when they realize that the additional investment will prove profitable.

There has been a marked advance in the materials used and the general construction of saws. These changes have evolved saws which are far ahead in edge holding and rapid cutting qualities as well as giving greater ease and comfort to the user. A line such as this may be easily selected, and when once installed, will immediately add both character and individuality to the entire stock.

Saws admit of a most attractive display. It is an easy matter to largely increase sales by merely taking the saws out from under the counter or from boxes on the shelves and putting them where people can see them. Make more frequent displays of saws in your windiw and note the marked increase in sales.

Advertising Saws.

It is possible to secure a vast amount of free assistance from saw manufacturers and no line of tools is more susceptible to results. Through a vigorous advertising campaign, a stimulus will be given to the entire business, as the attraction of saw customers means the attraction of buyers of all kinds of hardware also.

SPECIALTY SALESMAN CARRIED SAMPLES.

A hardware traveler was sitting in a Cobalt hotel one night last fall talking to some prospectors and the talk gradually drifted from quartz, the miner's stock in trade, to sharpening stones, the line the traveler was selling.

The salesman pulled out of his pocket a carborundum sportsmen's stone, a new type just being introduced. "That's the very thing I want," said the prespector, "that is handy, and I can keep my axe in good shape with a stone like that."

Needless to say the traveler profited by the prospector's commendation of the new stone. It put vim into his salesmanship and there weren't many hardware stores in New Ontario that didn't carry a stock of the sportsmen's stone before he left the district.

It pays a traveler to carry samples, just as it pays retailers to sell specialties. The traveler who hasn't an eye to business all the time is like the retailer who only sells staple lines—not very likely to own a gasolene buggy before he ends this life.

A PRIZE TOOL WINDOW.

The accompanying illustration of H. J. Hanwell's window display, in Kingan's hardware store, which won second prize in the tool window competition at the Peterboro Convention does not do the display justice. The arrangement o fthe tools on the elevated platforms cannot be seen to advantage, while the lights and the background do not show the panels of saws as well as the display looked in the window.

In one end of the window a case of India oil stoves was shown, while at the other were a number of Stillson's wrenches with a price card. The window cards were suggestive. "If it's tools, we have them." "Tools for every need," and "Quality lives after price is forgotten."

PROFIT SHARING WITH EMPLOYEES.

By Fred C. Lariviere.

Profit sharing when properly applied will prevent your good employees from searching positions from some other house, or even paying attention to the tempting offers of competitors, for they will receive the full value of their services.

It has a very good moral effect on the employees; it shows them the consideration they enjoy from their employer, in placing them above the ordinary salaried employee by becoming interested in the firm for whom they are working.

They are intimately connected with the welfare of the concern, for the more the firm will realize the more the employees will receive, so that this joint interest gives incalculable increase progress. The principal object of profit sharing is better returns of profits for the employer, and higher salaries or compensation for the employes by remunerating properly every moment given for the interest and prosperity of the employer. Profit sharing is not philanthropy or charity, it does not propose to offer something for nothing, but is a simple straightforward business proposition. It encourages thrift and cultivates the habit of economy.

Judging from the experience of jobbers who have adopted profit sharing, the change has been simply wonderful. Most of us are selfish, and the employes are no exception to the rule. Place a man in a position that the more he will work the more he will be interested, of course there are exceptional cases, but they are few.

Profit sharing to maintain its proper meaning, should place the traveler on the same basis as if he were a partner.

I believe that the profit sharing system deserves the very serious attention of the retailer.

RULES FOR CLERKS.

A Western hardwareman has formulated a number of store rules, a copy of which he hands to each of his clerks. He also has copies posted up in different parts of the store. Several of them read as follows:

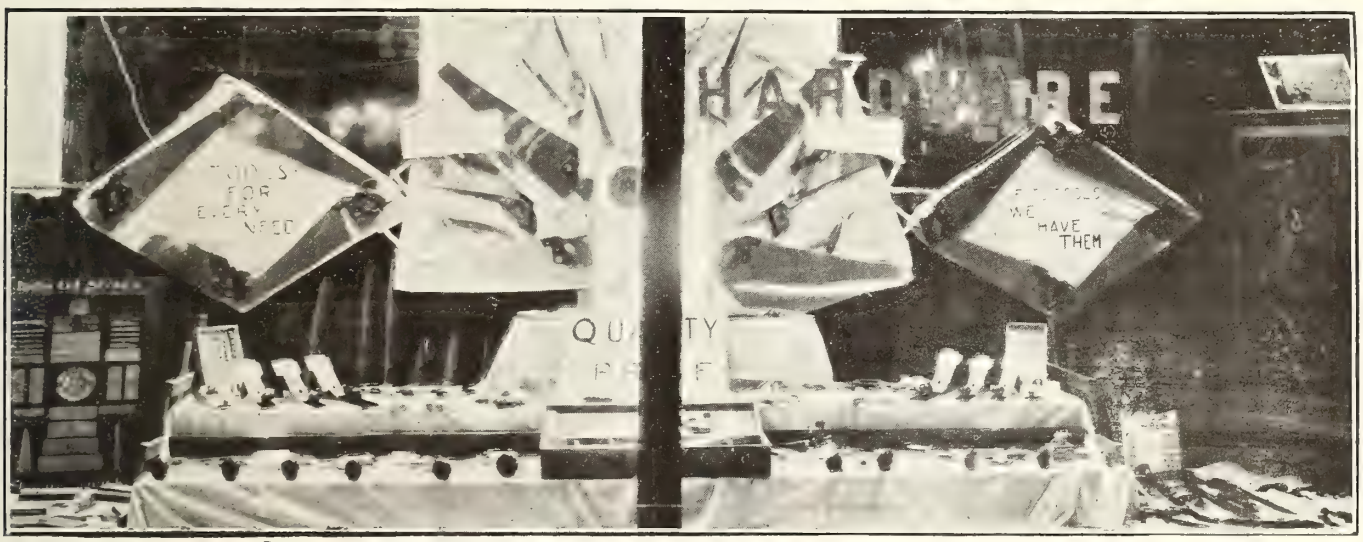
"If you feel indisposed to work, from sickness, mental tiredness, or a tendency to mental gout, come and tell me so. A bed will be rigged for you in the loft, or you will be sent home in a delivery wagon. I was a clerk for eleven years myself, and learned all the dodges that can be worked to beat 'the old man' out of some of the time that belongs to him; some of the best of them I originated myself. Remember, therefore, that you are not dealing with a tenderfoot. When it comes to a matter of loafing on me, I have eyes in the back of my head.

"I would advise you to make all the friends you can among my customers. You may want to go into business for yourself right in this town and need them to help you along. I won't be jealous. All I ask is that you work fairly with me until you are ready to go out and work for yourself.

"Any clerk who has trouble in keeping his home clock from going too slow, especially in the morning, will receive a nickel-plated chronometer by applying to me. Also an order on the jeweler to keep it in order at my expense.

"This store is not run for the good of the neighbors or of the public at large. The first one to be considered is myself; I have put up the money, and am running all the risks. The second one on the list is yourself; you are getting a living out of it, the same as I am. The third is the man who buys the goods. Don't forget that his interests must be looked after, the same as yours and mine; the better we do by him, the more money will there be in it for you and me.

"I do not encourage any young man in guessing this or that about the goods. It is his business to know, and if he don't know, let him ask and find out."



Second Prize Tool Window Display, Arranged by H. J. Hanwell, at Peterboro Convention.

Window and Newspaper Advertising

WINDOW DISPLAYS FOR JUNE.

Written for the Journal by W. J. Illsey.

The lines now selling are numerous indeed for the hardware merchants. May has been a wonderful month in every line, and the prospects for "big things" in June are excellent. Every hardware merchant who is not taking all possible advantage of his windows for displays at this time of year, is losing many dollars which he might just as well have. Do not make excuse that business is too pressing to allow of any time to change your displays. Do a little night work, if necessary, or have your window trimmer do it.

This month we will describe two business getting displays, while there are many more which also will prove good ones. The first is that of suitable June wedding gifts. The second a lawn goods and fencing display. Other lines which should be shown during the other two weeks (presuming that you change your windows each week) are any of the following. Gas stoves, washing machines and wash day goods, tools of every kind, or a sporting goods display, showing tennis goods, baseball supplies or cricket goods. Don't forget to use plenty of display and price cards.

For the wedding gifts window build from the front of your window to the back a series of steps or shelves, about 10 inches broad, and each rising about 5 inches above the other. Cover these and the back with white (preferably silk), and on these display your assortment of silverware, cut glass, carving sets in cases, sets of silver knives and forks or spoons, electric irons, etc., and hang on the background hanging lamps or clocks, and a row of carpet sweepers. Cards for this window may be worded as:

These are some lines
of our
WEDDING GIFT
SUGGESTIONS
Come in and see
lots more

These are
Practical and Usetul
Gift Articles

Select from these for
JUNE WEDDING
GIFTS

For your lawn goods display have your teamster or drayman secure for you enough sod to cover the bottom of your window. Erect 4 fence posts, using ordinary 5 x 7 steel brackets to hold them up, and on this for a background, tack fencing wire (woven or otherwise as you prefer). Above this fence and along the background hang coils of lawn hose, lawn rakes, hoes, spading forks, etc. On the sodded bottom, in easy array, place your different styles of lawn mowers, lawn sprinklers, grass shears, turf edgers, watering cans, etc. If possible get two small evergreen trees to set in the centre or about the centre of your window. This makes a very novel and much noticed display, which is sure to bring business. Cards for use with it may be as follows:

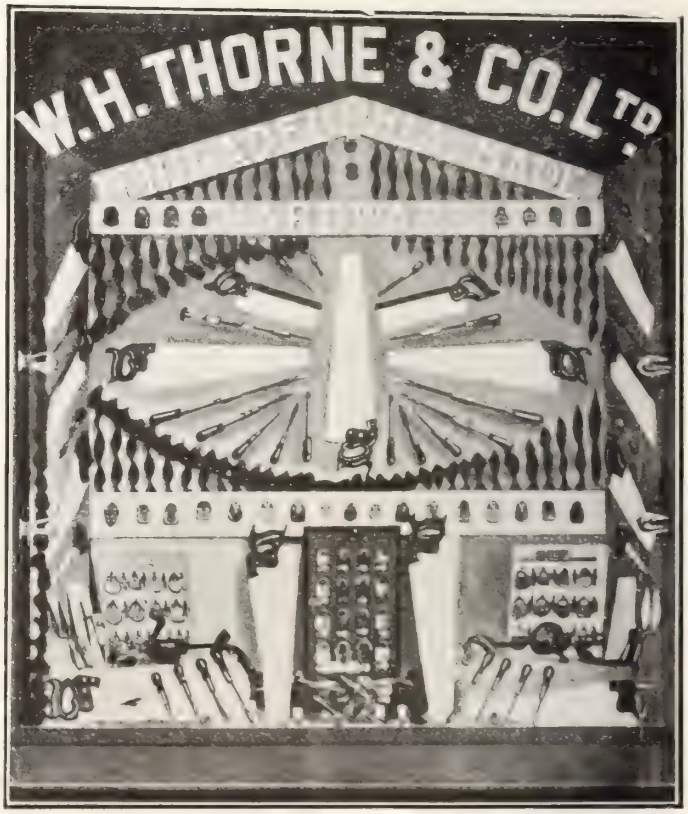
WE
SELL GOOD
FENCING
FOR
EVERY USE

You Want Quality
LAWN TOOLS
We Sell Them

LAWN MOWERS
4 GRADES
$3.00 to $7.00 each

SPLENDID DISPLAY OF TOOLS.

W. H. Thorne & Co., St. John, N.B., last month featured a fine line of mechanics' tools, locks, etc., the



Prize Tool Window in St. John, N.B., Store.

display winning a prize awarded by the Philadelphia Hardware Manufacturers, whose goods were displayed. The arrangement is very effective for a small window.

FISHING TACKLE DISPLAYS.

June and July are months when fishing tackle can be featured to good advantage in hardware store windows. The line is profitable, but attention must be paid to it, as the buyer of tackle wants to feel that the man behind the counter knows what he is talking about when he is recommending a certain line or rod for trout or bass fishing. If one of the clerks is something of a fishing crank encourage him to tell his friends of the new stock of tackle to be found in your store and to invite them to come in and look it over. Some dealers have found it a good plan to get in touch with the resort keepers at nearby points and put in with some of them a small stock of tackle on consignment, sharing the profits with them. If the guests want something not in stock with the hotel man he can give them a card to you, and you can look after their wants to your mutual profit.

If during the season the catch of a phenomenally large fish is heard of, get, if possible, a photograph of it and the story of how, when and where it was captured, posting all the information possible in the show window. Every fisherman in town will stop, look and read, giving a fine opportunity for a notice telling that you have, inside the store, a complete line of tackle for the capture of just such fish, and inviting fishermen to look over your assortment.



An Interior Display of Fishing Tackle.

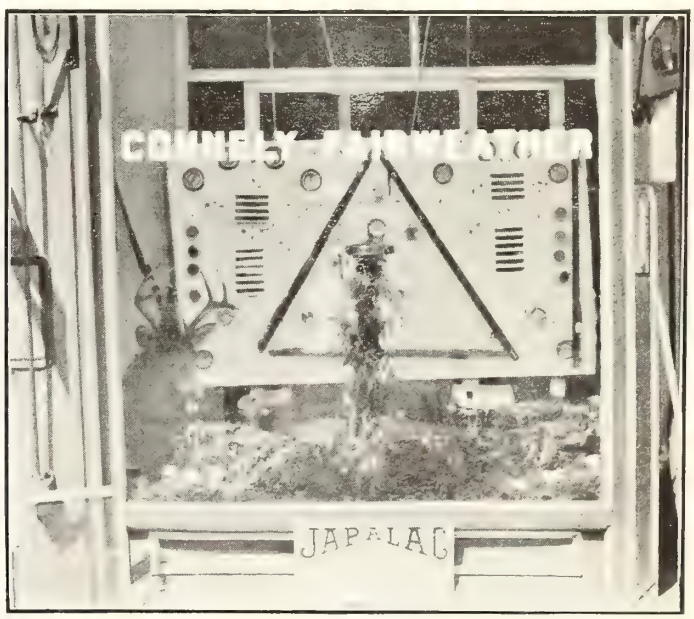
With the advent of steel rods and the placing on the market of reasonably priced reels of good quality, the sport of bait casting has received an enormous stimulus. Both of these articles can be, with very little care, carried over from season to season without danger of their deteriorating or becoming dead stock. The same is true of practically everything needed far fishing.

Store Space Small.

It is not necessary to give over a large amount of stire space to fishing tackle, in order to display it advantageously. A simple, home made rack on the wall for rods and a show case for the rest of the tackle will take care of the requirements of the average dealer. If wall space is not available an inexpensive stand for the rods can easily be made by anyone handy with tools. Take two boards four feet long and two or three feet wide. Bore in one of these a number of holes large enough to allow the biggest rod to go through them. Cut four pieces of woor two inches square, three feet long, and nail to each end of them the four corners of the two boards. Set the resulting stand on feet six inches high, and you have a rack or stand that will accommodate all the rods you need to carry in stock, without danger of injury.

Know the Game.

Whoever looks after the fishing tackle end of the business should make it a point to talk with the local experts and find out from them what baits, both artificial or natural, are most effective at different times of the year, so that when the stranger comes in to buy tackle you will know what to tell him about local conditions. This sort of friendly interest and expert knowledge will often pave the way for a larger purchase than would otherwise be the case.



Live Fish in New Brunswick Window.

Some Canadian Displays.

"Catchy Fishing Tackle" was a striking window card used in a fine display of fishing tackle in Russill's Hardware Store, Toronto, a fortnight ago.

Rods, sinkers, floats, lines, bait cans, nets, etc., were shown in a splendid display, made by Rice Lewis & Son, Toronto.

The W. W. Chown Co., Belleville, in a display of sporting goods, featured fishing tackle and baseball goods chiefly. A couple of dozen rods were suspended from the ceiling, while in the background lines, etc., were shown on a sample board. Baseball goods, stacks of bats, balls, gloves, masks, etc., were arranged on the window floor.

The accompanying photo of a fishing goods trim, put together by Sterling Moffatt, for the Connely-Fairweather Hardware Co., Sussex, New Brunswick, last month, was a very ingenious arrangement, although

the photo does not show to the best advantage. The window had a large pond, with upright pipe in the centre, with a sprinkler throwing a spray of water over the pond. Moss was used around the pond, the pipe also having asparagus entwined around it. On the left a deer's head overlooked the pond, while in the background a large sample board was used to display rods, twine, etc.

The Connely-Fairweather Co. are offering a special two-tip split bamboo rod for the best average half dozen trout caught in the lakes around Sussex. The sportsmen are taking a keen interest in the competition and no less than 42 trout were put into the window pond during the two weeks before May 24. The fish in the pond have proved a live attraction and brought a lot of new trade to the store.

The James Walker Hardware Co., St. James street, Montreal, had a fine fishing tackle trim in two windows the last week in May, nets being strung across the top part of the window. Boxes of flies, lines, etc. A dozen pictures of various kinds of fish were shown on the curtain at the back of the windows.

lot of attention and helping to sell a great many razors. The trim included an exhibition of Gillette safety razors and the parts that enter into their construction. In the center of the window a coil of blade steel was shown in the form it appears before being run through the stamping machine. A pile of untempered blades was also shown, while still another feature was a pile of hardened blades, some of them being broken to illustrate the severe test the steel gets in the tempering and sharpening process. Next was a display of polished blades bearing the Gillette trade mark, printed on the steel by an acid process. At one end of the window was a display board showing all the parts of the Gillette in the various stages of manufacture.

"Buy at Bell's—Quality tells," said the central show card, while a second read: "One of our daily pleasures is showing our goods." About a dozen Gillette window cards were also used effectively in the background, behind the pyramids of safety razor gift boxes.

Bell's have a continental reputation for good window trims, and this one was no exception to the rule.



Lariviere, Incorporated, Montreal, featured sporting goods in three of their windows last week. One trim was entirely of fishing rods, tackle, etc., the central feature being a steel rod bent almost double across the front of the window, this demonstrating the strength of the rod. A second window displayed roller skates and baseball goods, while a third was draped with hammocks, a bicycle being mounted in the center, with croquet sets in the foreground. Fred C. Lariviere states that they have taken up bicycles again and will feature motor cycles during the coming year.

McKinley & Northwood, Ottawa, in one of their fine large windows, displayed fishing goods. Hammocks were hung in the background, and Seine and minnow nets on the wall. Rows of wire and canvas pails, fishing baskets, glass minnow traps, etc., were shown on raised steps, while a collection of floats, hooks, sinkers, leaders, reels, lines, spoons, wooden minnows, etc., were neatly arranged in the foreground, a screen work of bamboo and steel rods separating the upper and lower portion of the window.

NOVEL SAFETY RAZOR WINDOW.

R. P. Bell recently trimmed a novel shaving goods window for A. M. Bell & Co., Halifax, it attracting a

Seasonable Hardware Advertising

Readers of the Journal are requested to forward samples of their Ads., Circulars, etc., to the Editor.

"Selling goods at cost," is a display line seen in too many retail ads, and in the opinion of a writer in "Printers' Ink," it is a serious mistake to use the argument, no matter how true the statement may be.

In the first place, the merchant who advertises to sell at cost, and really does sell at cost, gives away his profits in a double sense; he not only loses his profits (which may be just the thing to do) but he lets his customers know his percentage of profit on the articles so sold (which certainly is not just the thing to do).

If, for instance, a customer who priced the article before the price was cut, responds to the "at cost" ad. and prices it again, that customer knows what your regular profit has been on that particular thing. If it happens to be a thing on which the profit is large, he will immediately conclude that your other profits are in proportion, put you down for a robber and keep away from you except when you cut prices. If, on the other hand, it happens to be an article that is sold on a very close margin, he will just as quickly put you down for a liar and keep away from you all the time.

It is perfectly safe and entirely fair to say "at cost and below," then print the old and new prices without specifying which are "at" and which "below." And, by the way, it is also well within the truth to say "below cost," if the cost marked on your goods is the price at which you were billed by your jobber or manufacturer, for your real actual cost includes freight, cartage, clerk-hire, rent, heat, light and a lot of fixed charges that most merchants do not take into account in marking costs, though they may be figured into the margin for profit. In a "below cost" ad. talk like this:

"Here are these refrigerators—brand new, this season's goods, every one of them, and they'll be just as good next summer as they are now. But I can't afford to keep them, and if you'll take one of them off my hands now, I can well afford to give up all my profit and more, too. I have $425 in these refrigerators. If I don't get it out of them now, they will lay in my store-rooms all winter and not make a cent for me. If I can get say $400 out of them now, I can put that money into some winter goods that will turn over before the first of December, and then I'll have the ready cash to put into something else that will sell and pay a profit before the refrigerator season comes around again. In fact, I might be able, by my quick sales and small profits method, to turn that money over three times, before I could sell these refrigerators. That's the secret of my success—spot cash buying and no dead stock—and that's why you can now buy 'This Season's Best Makes of Refrigerators Below their Actual Cost to Me.'"

That isn't necessarily a model ad. of its kind, but it's a line of argument that ought to convince people and sell goods. It's absolutely frank and above-board; the reasoning will hold water, the general policy would be approved by most good business men, and, not the least important, it takes your customer into your confidence in a way that will make him trust you, and, more than this, your methods.

A large Vancouver store used a good line of talk in featuring refrigerators and screen doors in one of their ads. They said:

BUY YOUR REFRIGERATOR NOW—HAVE THE FULL SUMMER'S USE.

Considering that summer weather is only just commencing, it was very gratifying to us to experience such a splendid response to our invitation to buy refrigerators early. But the right weather for "turning" food quickly was in our favor. How much food are you going to allow to be spoiled before you buy a refrigerator? Only when you have owned one will you know the satisfaction a housewife gets from knowing that even in the hottest weather food that has to be kept from day to day is all right and wholesome. Our advice to you is to buy your refrigerator now and have the full summer's use of it. We offer you a choice of many styles.

Which will you have?

Crown No. 1 ..... $12.75
Crown No. 2 ..... $15.75
Crown No. 3 ..... $18.75
Pacific No. 1 ..... $21.75
Invincible No. 1 ..... $23.75
Invincible No. 4 ..... $49.75

HANG SCREEN DOORS NOW.

Don't wait, get them at once and get them hung, for it's a mighty sight easier to keep flies out of a house than drive them out after they're once in. Screen doors will save their cost, too, in the labor they save you, as well as keep the house cool. We have many styles for you to choose from, and our prices are below competition—through our quanity buying.

No. 20—Screen door, strongly constructed, in four sizes, 2.6x6.6, 2.8x6.8, 2.10x6.10 and 3x7. Price, any size ..... 90c.

No. 30—Made of fir and varnished, finished with fancy sawn corners, in two sizes 2.8x6.8 and 2.10x6.10. Price, any size $1.15

No. 40—A fency design in varnished fir, with fancy sawn corners and turned spindles; sizes 2.6x6.6, 2.8x6.8, 2.10x6.10 and 3x7. Price, any size... $1.35

No. 52—Finished in golden oak; a very attractive door; sizes 2.8x6.8 and 2.10x6.10. Price, any size $1.65

No. 68—A handsome door with a solid panel base; sizes 2.6x6.8, 2.10x6.10 and 3x7. Price, any size $1.95

No. 72—A handsome door in golden oak finish; very attractive; sizes 2.8x6.8, 2.10x6.10 and 3x7; any size $2.25

WINDOW SCREENS.

We have them in eleven different sizes and styles. Well made, of selected hardwood in oil finish. The wire cloth is the best made and well secured to the frame. Come, according to size, from .....15c. to 45c.

Emerson & Fisher, St. John, N.B., in a three inch, three column ad. featured lawn swings, saying:

DON'T RUN AWAY.

with the idea that for high quality you must always pay a high price.

We have some High Grade Lawn Swings thoroughly made from seasoned hardwood, the uprights in natural color, cross pieces painted red.

Just the thing to provide enjoyment for Man, Maid or Child, as they are made to stand wear and tear as well as being ornamental to the lawn.

A low price for a high grade article $6.00

We are headquarters also for Lawn Mowers, Garden Hose, etc.

The McLeod Hardware Co., Sydney, N.S., in a timely oil stoves ad. said:

SUMMER COMFORT IN THE KITCHEN

Why should you broil yourself cooking over a hot range this weather. If you want comfort and economy get one of our

NEW PERFECTION.
BLUE FLAME OIL STOVES.

It will bake, broil, roast or stew better than a coal stove. Your heat is ready in a jiffy when you want it. You turn it out immediately you are through. Easy, safe and economical. They come in one, two or three burner sizes, with or without ovens or cabinet tops to suit your taste or the length of your pocket book. Prices run from ..... $3.00 to $22.50

We have a complete line of smaller lamp style Oil Stoves in one, two or three burners, at the following low prices:

Victor Oil Stoves—1 burner, 80c.; 2 burners, $1.60; 3 burners, $2.25.

Glass Bottom Oil Stoves—1 burner, $1.25; 2 burners, $1.90.

They are just the thing this weather in the kitchen or for picnic and camping purposes.

The Burk's Falls Hardware Co., Burk's Falls, Ont., didn't say much in a large ten inch, two column ad. in their local paper, but what they said was to the point. Here it is:

THE BEST WAY TO
KEEP COOL
IS TO USE PLENTY OF
WINDOW SCREENS
SCREEN DOORS
HAMMOCKS
VERANDAH CHAIRS
ICE CREAM FREEZERS
LEMON JUICE EXTRACTORS
THE BURKS FALLS HARDWARE COMPANY

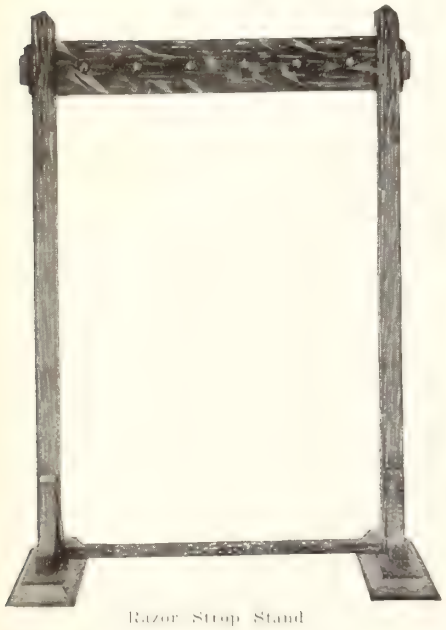
Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

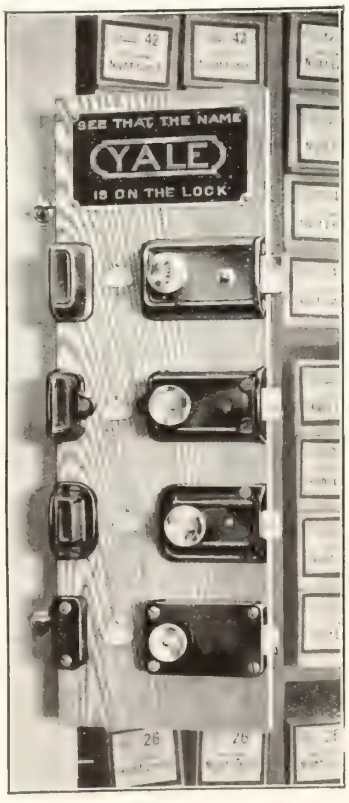
The Republic Metalware Company, Buffalo, N.Y., has issued catalogue No. 75, commemorating the seventy-fifth anniversary of the foundation of the business. It contains 400 pages devoted to kitchen equipment and cooking utensils.

The Yale & Towne Mfg. Company, 9 Murray street, New York, and Stamford, Conn., is introducing to the trade a sample board, upon which are shown four of the company's leading night latches, mounted, complete with cylinders, which show through on the opposite side, with brass hooks on the cylinder side for hanging the keys. Brass tags are provided, giving the list number of each latch. A bronze plate showing the Yale trademark is attached to both sides of the board at the top. A card giving suggested retail prices is sent with each board. The board is furnished with or without an assortment of stock. Among the advantages of the sample board, attention is directed by the company to the following: Being hung on the upright of the shelving, it is in good position to be seen by customers, who can operate the key, and at the same time see both sides of the board. The nosings or strikes are so mounted as to show their application. The necessity of removing stock goods from boxes to show them is obviated, and not only is valuable time saved, but unpacking goods often results in keys, screws, or parts becoming lost.

The board is accompanied by a display cabinet, containing a quantity of advertising literature, explaining night latches, which are among the Yale products, being advertised in full pages in 25 of the popular magazines.



Razor Strop Stand



During June Lewis Bros., Limited, Montreal, are offering a razor strop stand free with every order for razor strops amounting to $20 or over. The stand is made of oak, mission finished, is 21 1-2 inches wide and 30 inches high. Screw hooks accompanying each stand, which is packed in a heavy corrugated cardboard box to ensure it arriving in good condition. The stand displays 12 razor strops, which may be easily taken down and examined. A solid foundation removes danger of the stand tipping over and breaking the showcase.

The Gillette Safety Razor Co., Montreal, are sending a sample postcard to the retail trade, the card illustrating the proper angle stroke to be used is satisfaction is desired with safety razors. There's an interesting conversational talk under the picture, which is calculated to interest any live blooded man in shaving with a safety razor. And there's an argumentative "retailer to customer" talk on the face of the card, with a space below to be filled in with the dealers' name. The Gillette Co. offer a supply of the cards to any customer who will send them to his mailing list.

The Bissell Carpet Sweeper Co., Niagara Falls, Ont., are supplying Japanese fans to customers for advertising purposes during the hot season. Fifty of the fans are given with each order of one dozen ball bearing sweepers, shipped before August 10.

The Metal Shingle & Siding Co., Preston, have issued a conveniently sized catalogue, illustrating their complete line of sheet metal building goods. Steel ceilings, exterior sheet metal building goods, shingles, sidings and corrugated sheets, etc., are illustrated.

The Pike Manufacturing Co., Pike, N.H., associated with the Goodell Co., Antrim, N.H., manufacturers of household specialties, and the White Mountain Freezer Co., Nashua, N.H., have begun the publication of a series of monthly folders for distribution by retailers. A fine fishing scene is pictured on the cover of the first folder.

"Paints and Varnishes" is the title of a handsomely bound dealers' descriptive catalogue of paints, stains, enamels, varnishes, etc., just published by the Martin-Senour Co., Chicago and Montreal. The 64 pages in the book are exceedingly well printed and illustrated, besides being replete with information about the varied line of quality paint goods manufactured by this company.

Pinchin Johnson & Co. (Canada), Limited, Toronto, are loaning to customers a handsome cabinet in which to hold a supply of the handsome specialty color cards issued by that company. A series of about twenty of these cards, each 3 1-2 x 6 1-4 inches, have been printed and are ready for distribution. One in particular deserves special mention, "Minerva Art and Craft Stain," the colors being shown on slips which reproduce in most realistic fashion the grain of the wood and the appearance of the various stains on different kinds of wood. Ask for a sample of this folder.

As in previous seasons the Sherwin-Williams Co., Montreal, are supplying a series of window trims to customers, the mechanical "little paint man" being an important feature.

An effective selling help is being supplied to customers by the Canada Paint Company, it being a booklet giving advice to amateur painters as to how to get the best results. Copies will be sent on request.

The Dominion Cartridge Co., Montreal, have published a new calendar, picturing a young lad who has just shot "His First Duck." The calendar will interest any lover of shooting.

The Carborundum Co., Niagara Falls, N.Y., have issued a new catalogue featuring carborundum razor strops.

Lewis Bros., Montreal, are supplying customers with a useful "Want Book," comprising 260 pages and cover. Each alternate page contains some interesting advertising or reading matter, while a practical quotation or motto tops each "want" page.

SEND FOR THIS BOOK.

The Martin-Senour Co., are supplying agents with an instructive booklet, by G. B. Heckel, author of "A Paint Catechism." The book is a plea for conservation, entitled "Paint Economy," and the following paragraph is indicative of the forceful arguments it contains.

"The property owner who neglects to keep his property adequately protected by paint, acts strictly after the manner of him who neglects to throw a pail of water on an incipient fire in his house or barn."

The booklet isn't an advertising folder in any sense—its educative work, which will repay in increased selling knowledge the time and postage spent in writing for a copy. Take this tip, hardware merchants and clerks, and get a copy. The Martin-Senour Co. will send it on request.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

E. T. Wright & Co., Hamilton, have began the manufacture of a high class line of galvanized tubs and buckets, very smooth in finish and fitted with large wooden handles.

The Solderall Co., 143 Liberty Street, New York, are putting on the market a new form of solder in paste form, packed in a soft metal tube, which it is claimed can be made to mend kitchen utensils, join wires, etc., by merely squeezing out some paste and heating it with a match or soldering iron.

The Humphreys Mfg. Company, Mansfield, Ohio, are introducing a line of ratchet top pumps designed for strength and ease of operation, and at the same time to give the operator absolute protection from having his fingers caught between the ratchets while resting one hand on the pump and pumping with the other one.

The Taylor Instrument Co., Rochester, N.Y., are introducing several new types of thermometers and supply display sample boards to customers.

Realizing the field for a low price, short key cylinder rim night latch, to replace that of the long tubular style with long keys, the Miller Lock Company, Frankford, Philadelphia, has developed the Miller Cylinder rim night latch. The particular feature of the lock is its patent adjusting bar, by which it is possible for practically any one to fit the lock to the door.

The J. E. Porter Company, Ottawa, Ill., is placing on the market a barn door hanger, known as the Tornado Tandem, containing a number of exclusive points of merit.

The Kee-no door securer, bottle stopper, remover and screwdriver is being introduced to the trade by the Tyler Specialties Company, Rome, N.Y. This ingenious device is three tools in one and is handily carried in the pocket or on the key ring.

The favorite strainer holder, being offered to the trade by the Goodell Company, Antrim, N. H., is a device for kitchen use in making jelly, etc.

A new revolving case manufactured by the American Bolt & Screw Case Company, Dayton, Ohio, is designed for stores that desire to carry a stock of screws and bolts in one case. Each case is provided with a substantial card holder.

The Cleveland Galvanizing Works Company, Cleveland, Ohio, has recently brought out a new line of chain designated as Samson Porch Swing Chains. The chains are made up into Y-shape pieces from Samson Pattern Weldless chain which is said to have exceptionally high tensile strength.

The "4 in 1" opener is being offered to the trade by J. C. Forster & Son, Third avenue and Ross street, Pittsburg, Pa. It is a jar wrench and can opener, jelly-glass opener and bottle opener attachment.

Acme complete screen door sets are being offered the trade by the Acme Steel Goods Company, Chicago, Ill. The combination set is most practically and durably made, the hinges being loose pin.

NEW BASEBOARD REGISTER.

The Tuttle & Bailey Mfg. Co., of Canada, whose plant is at Bridgeburg, Ontario, are now manufacturing an all steel baseboard register. It is having a large sale by reason of its being of very light weight but strong construction. It is designated to give the largest possible air capacity consistent with a good appearance, and this Company makes a specialty of a fine quality of electric plating. It allows of a supply pipe approximately 3 inches deeper than the studding.

NEW JEWEL GAS RANGES.

The Burrow, Stewart & Milne Co., Hamilton, are featuring an elevated oven gas range (No. 210) for manufactured or natural gas this year. It is made in various styles and can be fitted with a two hole extension to the four burner top if desired. Like other Hamilton Jewel gas ranges, it is fitted with a jewel adjustable needle valve. No. 240 is another leader, it being a six burner top, with high oven, boiler and plate shelf.

NEW IDEA SINK STRAINER.

The McClary Mfg. Co., London, are introducing a new sink strainer which will appeal to most housewives as a removable device which can be kept thoroughly sanitary. The "New



Idea" Sink Strainer is so constructed that it can be placed over the strainer in the sink and all the water is so directed that it flows directly into the waste pipe and does not spread all over the sink, as with other strainers.

NEW POPULAR PRICED STEEL TAPE.

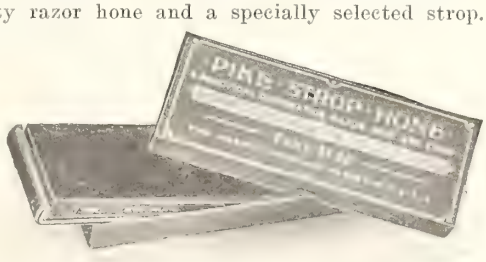
The Lufkin Rule Co., of Canada, Windsor, are introducing this year the "Marvel" 36 inch pocket steel tape, on which they have set a retail selling price of 25 cents, both jobber and retailer being assured a satisfactory margin of profit on the spe-



cialty. It is being marketed in dozen lots, displayed in a gold embossed leatherette display box, and because of its attractiveness and quality seems destined to supersede the cheaper linen tapes now being sold for ten and fifteen cents.

THE PIKE STROP-HONE.

To meet the demand for a practical, moderately priced razor sharpener, combining all the good points of a razor hone and strop in one article, the Pike Mfg. Co., Pike, N. H., have originated a device which will be marketed under the name of Pike Strop-Hone. This article is a combination of an extra fine quality razor hone and a specially selected strop. These



two articles are held together by a simple mechanical contrivance which retains both articles in position rigidly, either side being ready for instant use. It is an ideal article for the self-shaver and one that should give satisfaction under all conditions. The Pike Strop-Hone is extremely neat and tasty in appearance, and is put up in handsome individual telescope boxes. The manufacturers will be glad to answer all inquiries regarding this new article.

Business and Store Management

COST OF HANDLING BINDER TWINE.

By Frank E. Goodwin, Author of the "Cost Accounting Pathfinder."

Every dealer who has tried to keep any record of his binder twine sales knows that they never can account for every bale handled. This is due to the season's rush of business, and carelessness. Once in a while a farmer, his son, or a hired man, will drive up to a store, take a bale or two of twine, and drive off without a word to the proprietor or clerk. Not that this individual intends to take the twine without paying for it sometime. But things are rushing back on the farm, and in running off with the twine he fully expects to tell the dealer when he next goes to town, and have the self-made sale put on the books.

But somehow or other men have a habit of forgetting—not wilfully, but honestly forgetting to do their part. They may firmly believe in their own minds that the charge has been made. And as they do not settle for their goods very often, by the time settlement is made the twine is forgotten entirely.

One dealer who sold a carload of twine last year says that 31 bales were not accounted for at the end of the selling season. Those 31 bales lost wiped out what little profit the dealer expected to make upon his twine, and left him with a deficit.

Clerk's Thoughtlessness.

Clerks have an unhappy faculty of forgetting to make charges of twine going out when they were extremely busy. They don't mean to be thoughtless. But when they allow six, or eight, or ten bales of twine to slip away during the season without making the proper charge, it whittles off quite a slice of the boss's net profits on binder twine.

There isn't much profit in twine at best. A great many dealers sell twine at a positive loss, while some manage to break even, and once in a while a dealer, with a stiff spinal column, and square-set jaw, will make a little money to add to his surplus.

Suppose a dealer this year will handle 10,000 pounds of Sisal and 5,000 pounds of Manila twine. He ought to figure in advance just what he must ask for his twine, and account for every pound of it, to make a mere trifle of five per cent. net profit. The average cost of doing business, as every reader of this department knows, is 18 per cent. of the sales. But there are some who still insist that they can do business for less, so for the sake of argument I will say that it costs 18 per cent. above delivered cost of stock to sell goods.

Suppose Sisal is quoted 6 3-8 cents a pound in lots of 10,000 pounds; Manila is 7 3-4. This will make Sisal stand the average dealer at least 6 3-4 cents delivered and Manila 8 cents. Let us see what a dealer has got to figure on:

10,000 pounds Sisal	$675.00
Cost of doing business	121.50
Cost to sell	$796.50
Net profit, 5 per cent.	39.84
Total sales	$836.34
5,000 pounds Manilla	$400.00
Cost of doing business	72.00
Cost to sell	$472.00
Net profit, 5 per cent.	23.60
Total sales	$495.60

A few balls of this twine is bound to come back on the claim that it is imperfect, and the dealer will have to make good. So if every bale and ball of twine is accounted for, he cannot sell a pound of Sisal twine under 8 1-2 cents. or Manila for less than 10 cents per pound.

It will cost the dealer $1,075 to buy the twine and pay freight upon it. It will cost an additional $193.50 to handle, and above all of these costs he will add the munificent sum of $63.44 for his net profit.

A shrewd business man would take $1,200 ($68.50 less than the dealer uses) and make $63 in one day buying grain.

Every bale of Sisal that gets away without being charged and paid for will lessen the net profit by $4.25. Every bale of Manila means a loss of $5. Now how much carelessness can a dealer stand before his whole season's twine profits are wiped out? And how much of a cut in price can he stand to lose all of that measley little $63.44 and encroach upon his cash?

A Fatherly Advice.

Let the writer give every dealer who handles twine a word of fatherly advice: At the beginning of the selling season get some slips printed from the local printer, which, when filled out, shows that so many pounds of twine has been delivered to the buyer. Make every person who takes out twine sign that receipt.

Tell every clerk who has anything to do with the selling of binder twine that you will hold them personally responsible for the failure to account for every pound of twine which goes out and is not settled for—and mean it.

Take a sheet from the Perpetual Inventory and Stock Record, fill it out in proper form for listing and entering stocks and sales of all kinds of binder twine, and every night gather in the signed slips. Count the number of bales and balls sold during the day and enter the amounts in the Perpetual Inventory.

It can be done during a temporary lull of business during the day just as well because these entries are not dated.

At night, or the first thing every morning, have a trusted clerk quickly cast his eye over the Perpetual Inventory and see how many bales and broken bales of twine ought to be on hand. He can easily count up the stock and ascertain if the required number are there. If the figures balance and correspond with each other, the clerk can OK the figures. If some stock is missing, hold a consultation with the clerks and try to find out what has become of the missing twine.

Go over the tickets and eliminate the sales as each clerk remembers the deliveries. When they are all accounted for one clerk will sheepishly acknowledge that "Sam Jones took away two bales and was in such a hurry he would not stop to sign the slip.

At any event it is a heap easier to remember who got the twine that day or the day before than to wait until the harvest season is over and then try to locate the shortage.

OLD DEBTS AND PUBLICITY.

Letters, threats and collection agencies had failed to bring in settlements or acknowledgment on a California grocer's old debts. And so threatening did the condition of his own business become that he was forced to use radical collection methods.

On the next Saturday evening the local dailies printed in a ten inch box space an announcement from the grocer reading somewhat as follows:

"Two weeks from to-night all persons owing this store accounts of six months' standing, who have not settled in full, will find their names and indebtedness pasted on the show window of my store."

The grocer was not obliged to publish any names.—"System."

Business Methods that Win Success

Some of the out-of-the-ordinary plans adopted by retailers tn bring trade to their stores.

DISPLAYING GOODS ON SIDEWALKS.

Pow and Wilcox, Tillsonburg, Ont., pride themselves on having as neat a hardware store and as live window displays as can be found in Ontario. The accompanying photo does not show as neat a display as they usually have, but it does show a thoroughly modern store front, with an illuminated sign, attractive awning and board signs, and an arrangement of prism and plate glass, which ensures a well-lighted store and cellar.



Fine Store Front at Tillsonburg.

"We do not believe in putting too many goods on the sidewalks, as it detracts from the view of your window, and certainly spoils some goods; however at certain seasons it seems your windows are at a premium, and you must show certain goods, and in such cases it is necessary to place same in front of the store windows."

Opinions vary regarding the value of sidewalk displays. The trouble is that many merchants take a yard if given an inch, and the whole sidewalk is sometimes blocked with goods.

Writing from Orillia, S. Mullett, of the Orillia Hardware Co., says that the evil became so bad in that town that a by-law was passed prohibiting the use of the sidewalk for displaying goods. "The people now look into the windows instead of at the goods on the sidewalk," said Mr. Mullett.

The W. W. Chown Co., Belleville, on the other hand, adopt the plan of placing a milk can, a wheel barrow, a lawn mower, and similar goods on the outside of the sidewalk, so that the view of the window is not obstructed. They recently received a shipment of wheelbarrows from the Percival Plow & Stove Co., Merrickville, the barrows costing about $2.50. They were placed on the sidewalk near the curb and marked "Special for to-day, $3.45," and two were sold the first day.

The Stafford Hardware Co., Belleville, have a simple arrangement to make their one window more effective. An iron rod is strung across the window about seven feet from the walk, and three inches out from the glass. On this samples of garden rakes, hoes, etc., are hung without detracting from the window display.

One of the lines shown in front of Pow & Wilcox's store is wicker baskets. The line has not proven a satisfactory one, however. "We consider baskets a bad investment, as we receive so many broken in shipment. They are also culled over by your customers and sold at such a close margin of profit that by the time you take half price for the culls you break about even. Were it not for the goods that baskets help to sell, such as ensilage forks, vegetable scoops, etc., we would not touch them," writes W. G. Pow.

GUESSING COMPETITION IN WINDOW.

A Toronto photo supply house created a lot of interest among its customers in May by placing a large revolving barrel-like cylinder in its window. On the cylinder several hundred photographic views were displayed and ten prizes were offered to the customers who made the ten nearest estimates of the number of photos shown.

The idea might be adopted by hardwaremen, pocket knives, hunting knives and razors being shown on the cylinder, which could be connected to a small water motor in the cellar. Only customers buying goods should be allowed to guess, while a safety razor or the choice of any knife or razor shown might be offered as the prize.

A moving window display, and one containing a competition of this sort, will draw the attention of scores of the curious-minded, while a considerable business should be secured from those who like to "take a chance."

PICTURES TO PURCHASERS.

T. F. Bovee, hardware merchant, Craik, Saskatchewan, recently gave away 100 framed pictures, which when purchased separately were sold at $2.00 each. To every purchaser buying $10 worth of goods a picture was given without extra charge. With a $5 purchase the picture was sold for 50 cents, and with all purchases of $2.50, the picture could be secured for $1.00.

BATHROOM IN STORE WINDOW.

With the exception of the larger cities the plumbing business throughout Canada, is usually done by hardware and stove merchants, who have capable mechanics in their tinshops. During the past fortnight two Eastern Ontario hardwaremen have featured plumbing goods windows.

Taylor Bros., Carleton Place, had their corner window fitted up as a model bathroom, the floor and wall being fitted up in a realistic manner. The window brought them quite a number of inquiries.

Boyle & Son, Napanee, whose window trim is reproduced, had a display which would do justice to any city store, the setting of the fixtures, the tiling and matting, being exceedingly well done, the fixtures being "Standard Ideal," supplied by the James Robertson Co., Toronto.

The experience of Boyle & Son is that their plumbing department is a profitable branch, and it brings them a lot of trade. The window, according to Mr. Boyle, did a lot of good and brought him several orders.



Bathroom Goods in Napanee Hardware Window.

If space permits it will pay merchants to set up a model bathroom in their store, building partitions about 4 feet high and enclosing a space of about 6 x 7 feet. In this a sample bath, closet and lavatory can be set up, and if additional space is available, a model kitchen might be set up alongside, with a gas range, gas heater and range boiler, sink and laundry tubs. A display of this kind is made each summer by G. A. Binns, Newmarket, and he says that many of his customers have placed orders for bathroom and kitchen outfits as a result of this display.

Paint and Varnish Trades

FIGURING PROFIT ON PAINT SALES.

If you sold $115 worth of paints yesterday, or $700 worth of paints last week, how much did you really make? Read it again—if you sold $115 worth of paints yesterday or $700 worth of paints last week, how much did you make? Can you turn to your records and state accurately the amount of profit you made for any given day or week.

If all paint dealers knew what they were making each day, or even each week, there would probably be fewer men ranking as unsuccessful merchants. And yet, all merchants could, without much trouble, know just how they stand. They could know to the cent every night just what amount above all expenses and depreciation of stock had been brought to them by their investment in a retail paint business.

Occasionally we hear some dealer who remarks with an expression of awe that so and so has a system by which he can tell just how much he makes every day. Instead of one dealer in a thousand knowing this, why shouldn't every paint merchant? Why shouldn't a man know exactly how much he makes every day, the same as he knows just how much he sends down to the bank at 3.30 in the afternoon? There's but one answer—he doesn't or will not take the time.

Dealers who sweat bodily and mentally a whole year, trying to control the paint business of their town; scheme and plan new ways of getting business; work twelve or sometimes fifteen hours each day, and, at the end of twelve months find that they have made only a fraction of what they thought they were making. Why should this be so? Again the answer—because they don't and will not take the time to know every day or week.

Old Method of Estimating.

These are pertinent questions which have been asked to impress upon you the importance of present-day cost accounting. With expenses increasing at every turn; with an advance here, there and everywhere, the old scale of gross profit estimating is obsolete. You, as a merchant, must know not only the gross profit, but the net profit as well. This is important. But to find it, it is absolutely necessary to figure in every cent that enters into the cost of selling. Once this is known, advances in paint prices or increasing expenses will not alarm you, because you know exactly how much to add to the total cost of doing business, to get a profit which rightfully belongs to you, and which we have reasons to believe not half the paint merchants are getting.

Not Difficult to Accomplish.

To find the actual profit or loss for any day or week or month, but two things have to be done. First find the average daily expense by figuring up all expenses for a given time; a year or a month. Divide this total expense by the number of business days and you have your average or fixed expense for each day. The gross profit for any day must be greater than this fixed expense to show a net profit. The second thing is to record the cost of each can of paint sold. With these two amounts you have it in a nutshell. Add to the total cost of the goods sold the fixed daily expense and subtract this sum from your sales for the day. This gives you the actual profit or loss for that day, a thing which is almost necessary to know in present-day paint retailing.

If once a week seems often enough the plan can be modified. Find the cost of goods sold for the week, which, added to the average or fixed weekly expense and subtracted from the total weekly sales, gives you the profit or loss for the week.

The expense sheets are prepared by dividing or classifying all expenses into six principal heads, each of which are subdivided so that every cent which has gone out of the business has been accounted for. The yearly expense sheet, in addition to showing how the average daily expense is obtained, presents some interesting data concerning a highly successful paint business. It will be noted the stock turns 4 1-6 times; that the average gross profit is 40 per cent and the expense percentage is 21.04. Eight per cent. is paid for clerk hire, but this rather high rate evidently helps to turn the stock. Advertising also amounts to considerable, as 3.2 per cent. is somewhat above the average advertising appropriation. Another point worth noting is that 6 per cent. interest on a stock turning 4 1-6 times amounts to but 1.44 per cent. of the sales. By taking the total yearly expense of $5,260 and dividing it by the 312 business days of the year, it is found that the average expense per day is $16.85. Now this store, in order to show a profit, must make the gross profit more than $16.85. In other words, the first $16.85 gross profit made during the day pays expenses. Any amount over this is net profit or velvet for the paint dealer.

The Expense Record for the Month.

The expense sheet for the month is made out on the same blank as the yearly sheet. For last month the total business was $2,233; the total expense was $447.96. By dividing this latter amount by 27, the number of business days in the month, the fixed expense of $16.59 is found. This is a few cents lower than the fixed expense for the previous year. This $16.59 are the figures used during the month of April, and a gross profit of more than this amount must be made if any net profit is obtained.

While it is not at all difficult to find how much real money is made every day, a great many merchants make mistakes in figuring the fixed expense, because they do not take into consideration all items which are expense. Those most commonly omitted are, the salary of the proprietor or manager; rent for the store owned by the firm, contributions, and a few others. Every owner of a store should figure in a salary for himself. Some men claim that they should not charge a salary for themselves to their business, because their salary appears in the profits. This is true, but it is not a business-like way of conducting a store. If the proprietor were to leave for any length of time, he would have to secure someone else in his place and pay them a salary. For this reason he should demand a salary from his own business—take it out of the business every week or month; the same as the rest of the clerks. A dealer should pay himself equal to or greater than that of his best clerks, because he gives better attention to his own business than he could secure from his best clerk. If there are partners in the business, each one should be given a salary equal to the work they accomplish. Where a building is owned by a firm it is ridiculous for the dealer to assume that he gets his rent for nothing, because he has money invested in this building which would bring an income in the form of rent if it were occupied by some other party. If dealers are not charging up rent for their building they should find out what similar buildings in the same location are renting for and charge the business with the same amount.

The Advantage of System.

The classified expenses shown in the two expense sheets cover practically all the expenses occurring in the average paint store. By following this table and putting down all the expenses under the different heads the total expense can be obtained, and by dividing this by the number of business days, the fixed expense of doing business is found.

Now, with the actual cost of doing business known every day or every week, a merchant is not going to pass through a very long period of doing business at a loss. He immediately discovers that he is losing money and he takes steps to rectify any errors in business management. In recording the

cost of each can of paint sold, the merchant can put down the cost price of the paint on the sales slips and figure the total cost of goods sold at the end of the day. If you use a cash register and do not use sales slips, small tabs of paper carrying the sale price and the cost price of each can of paint will serve as a record. These tabs of paper can be filed on a spindle and the total cost of goods sold for the day or week, if preferred, can be obtained from them at leisure.—Profitable Paint.

THE MAN BEHIND THE BRUSH.

Retailers having small sized windows in which to display their paints can get a pointer or two from the accompanying picture of the second prize window display arranged by E. A. Whitten, Bracebridge, in the window of the Best Stove & Hardware Co., at Peterboro during the Retail Hardware Convention.

As a central piece Mr. Whitten used one of the wrapping paper and color board display stands given



Prize Winning Window at Peterboro Convention.

to customers by the Martin-Senour Co., arranging pyramids of cans on either side, and making a neat arrangement of smaller cans and brushes on the floor of the window in the foreground. The background was covered, as will be seen, by cheese-cloth, on which a large "The Man Behind the Brush" poster was used, the rest of the back being relieved by labels bearing the words "Martin-Senour Paint, 100 per cent. pure."

A PAINT RENOVATOR DISPLAY.

Taylor Bros., Carleton Place, demonstrated the possibilities of "Maple Leaf" paints and enamels in a window display a fortnight ago, using a child's go-cart and a kitchen chair to show how the Imperial Varnish and Color Co.'s "Floorglaze" can transform an old piece of furniture into a useful and handsome article. Boeckh's "steel grip" brushes and "Alabastine" was included in the trim.

Taylor Bros. feature wall paper and find it one of their most profitable lines. A large stock is kept in the warehouse above the store, while a room about 15 x 20 feet in size is fitted up as a sample room for this class of stock, it being also used as a room which traveling salesmen can show samples of their goods to "Frank" Taylor, who buys for the three stores at Carleton Place, Almonte and Lanark.

A large stock of tools and shelf hardware is stored upstairs, the stock being kept clean by cotton curtains, which also hide the stock from customers who go upstairs to the wall paper room.

A specially built cutlery stock cabinet is another feature of the store. Taylor Bros. job considerable cutlery and keep a card containing a sample of each line of pocket cutlery they handle. Practically every article carries a "dutchman's" profit.

Taylor Bros. originally specialized upon blacksmiths' supplies, and had accounts on their books all over the Ottawa Valley. Finding that the trade was risky, owing to blacksmiths not carrying much fire insurance, the firm began jobbing, but about three years ago selected the branch store plan of disposing of the "quantity" purchases they make from manufacturers. And they are more than pleased with their branch store experiment.

At Lanark a store and warehouse have been used, the latter being totally destroyed by fire on May 15, about $4,000 worth of stock and tinners' equipment being destroyed. The tinshop will be located under the store in future, while the upper story will be used as a warehouse.

EASY MONEY FOR THE RETAILER.

About the middle of last month a paint traveler called upon a hardware man in a town north of Toronto and solicited an order for his line of ready mixed paint. The hardware man, however, had never been very keen on mixed paint, preferring to carry a stock of lead and oil.

"I saw three new houses going up down street," said the traveler, "have you got the order for the paint they'll need?"

"I quoted one of them a price on white lead about a week ago," replied the retailer.

"Let's go down and try and sell some mixed paint?" suggested the traveler.

At the new houses the grip-man did most of the talking, the result being an order for 22 gallons of ready mixed paint, on which the hardwareman netted, at 25 per cent., about $14 profit.

"Now, what's the matter with you doing that yourself, in future?" suggested the traveler, "you can easily keep track of the new buildings going up and get orders for the paint required. And if you stock a good reliable line, such as ours is, you'll have your customers coming back for more, as you will be the only one who will have our agency in this place. And if the customer gets into the habit of coming to you for paint he'll buy other goods here. When you sell a man white lead and oil you haven't got this hold on his trade, as he can get those lines in any hardware store."

The hardware man saw the point and an order for 40 gallons was followed in about a week with two sorting orders of eight and five gallons each.

It's safe to say that the hardware man will push ready mixed paints in future.

The hardware man who doesn't is neglecting one of the most profitable opportunities in the hardware trade to-day.

PAINT TRADE NOTES.

Amongst the selling helps being supplied customers by the Martin-Senour Co., Montreal and Toronto, this season, is a large paint can fitted with an electric high-low attachment. When used as the center-piece in a window display it is a splendid means of attracting the attention of passers-by.

A "Chi-Namel" lady demonstrator drew large crowds to W. W. Chown & Co.'s store at Belleville on May 20 and 22.

The Stafford Hardware Co., Belleville, who have the Martin-Senour agency for that city, sold over 3,000 gallons of paint last season. They report a record-breaking sale during April and May.

The Bond Hardware Co., Guelph, used three step-ladders very effectively in a paint window display the last week in May. Cans of paint were set on the rungs of the ladders.

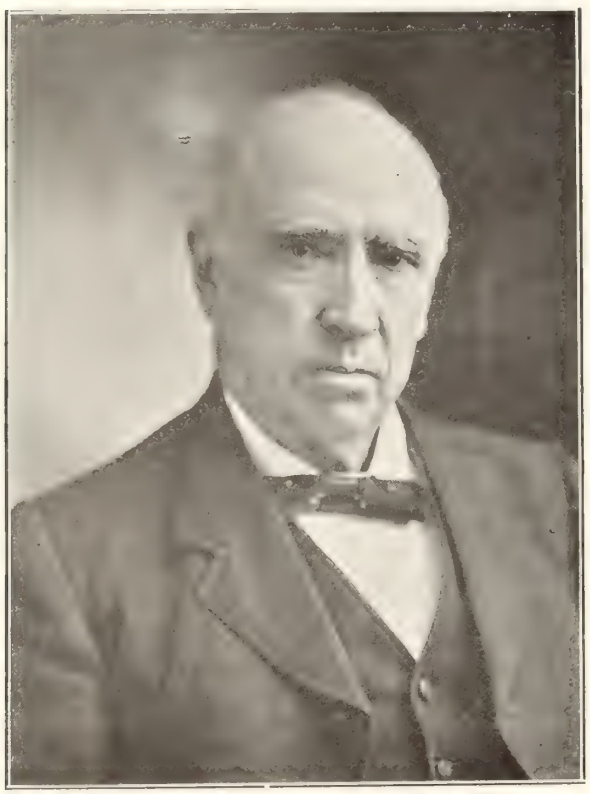
Stoves and Housefurnishings

BUSINESS MEN HONOR JOHN McCLARY.

"London's greatest Captain of Industry," as President H. T. Reason, of the London Board of Trade, called John McClary, the 82-year old dean of the Canadian stove foundry business, was honored at a complimentary banquet tendered to him on May 5, when he was presented with the following address, after Sir George Gibbons, Mayor Beattie, and other speakers had paid tribute to what Mr. McClary had done for the "Forest City."

John McClary, Esquire, President The McClary Manufacturing Company:

Dear Sir,—We, the members of the London Board of Trade, consider it a privilege to have you as our guest to-day to give us an opportunity to place on record an expression of our sincere regard for you, and our sense of the great benefits that have accrued



John McClary, Captain of Industry.

to London through your energy, enterprise, and foresight.

Your name, which is known throughout the length and breadth of this Dominion, and far beyond its boundaries, is synonymous with business ability, success, and integrity.

It was fortunate indeed for London that you chose it as the birthplace and seat of your great undertaking.

You have never wavered in your loyalty to this city and it has had the full advantage of the marvelous development of your industry.

Beginning in 1848 in a humble way, you laid the foundation broad and deep, and have reared a gigantic industrial fabric, the most extensive of its kind under the British flag. Your establishment, which now covers over 15 acres and employs over 1300 people, has been the greatest single factor in making London the important industrial centre that it is.

There is no public honor which your fellow citizens would not have bestowed upon you had you not preferred to concentrate your great abilities on your business. Nevertheless you have always taken a deep interest in the public affairs of this city and it has had the benefit of your wise counsel in many emergencies.

We rejoice that you have lived to see the wonderful results of your own handiwork, and we sincerely hope you will long be spared to enjoy the fruits of your labor.

A copy of this address will be entered on the records of the board as a testimony of the esteem and warmest good wishes of your brother members.

Signed on behalf of the London Board of Trade.

HARRY T. REASON, President.
JOHN I. A. HUNT, Vice-President.
JOHN A. NELLES, Secretary.

Mr. McClary replied feelingly to the address, remarking that he hardly recognized himself from the glowing word-picture drawn of him by the different speakers.

After reviewing conditions in Western Ontario prior to the building of the great Western railway and telling of various features of the development of the country during the past 60 years, Mr. McClary referred to present conditions as follows:

The Situation in Canada."

"How do we stand to-day? After being in the background for many years, Canada to-day, is the most prosperous and wealthy country in the world, in proportion to our population. Our undeveloped wealth is our greatest asset, in unoccupied agricultural lands, minerals, timber, etc. These are the assets which should be developed to build up great cities and centres of trade in our country, adding vastly to the wealth of the agricultural interests and markets.

"We are now hearing the cry from the Western farmers that was heard in years past from the American West. They are commanding the lowering of our tariff, and recommending free trade with the highest protected country in the world. We may also look for the railway interests, especially the Hill-Morgan interests (understood by their peculiar methods to control a large percentage of the railways) to strengthen the Western farmers' cry, through their powerful influence and vast wealth, by subsidizing the press and other methods.

"Free trade with the United States would wipe out the largest portion of our manufacturers, and our country would become a feeding ground for the creation of wealth and the building of additions to the American cities and manufacturing centres.

"Our tariff maintained, we are destined to build up great and prosperous cities, through the legitimate development of our own resources, and to the advantage and benefit of all classes."

FINDLAY BROS.' NEW RANGE.

Findlay Bros., Carleton Place, who installed several molding machines in their stove foundry last year, have since added a large staff of molders, and now have a factory capacity of probably twenty per cent. larger than ever before. The plant is as busy as a bee hive, and customers will be interested to know that orders for their new "Regal Favorite" range are so heavy that the plant will be kept busy for many months to come.

ECONOMY IN HANDLING OIL.

S. F. Bowser & Co., Toronto, are now offering to Canadian hardwaremen a paint oil system which enables the retailer to handle all of his oils mechanically. The barrels can be unloaded by the truckman, and from that time until it is emptied and ready for return, it can be handled with different mechanical devices of the system, thus eliminating all the drudgery and dirt accompanying all the old method of retailing oil.

Fine systems installed in the stores of George Ecclestone, Bracebridge, Ont., Peart Bros., Regina, and O. B. Manville, Prince Albert, have been pictured, and another fine installation is reported in the new store of the Cochrane Hardware Co., Sudbury. In these stores the funnels, measures, etc., commonly seen around oil barrels are done away with, the pumps measuring and discharging the oil into the customer's can, as well as computing the charge at the same operation.

Nowadays a hardware store is not considered up-to-date unless it is fitted up with modern silent salesmen, cash registers, account keeping systems, oil systems, and other devices available to the retailer who aims to conduct his business in accordance with modern cost accounting principles.

A SPRING STOVE DEMONSTRATION.

To sell several coal and wood ranges in two days is early May is "going some," but that's what McIntyre & Edge, Seaforth, Ont., did on May 5 and 6, they being assisted by the "Gurney-Oxford" demonstrators. The event was well advertised in the local papers, and one of the new "Gurney-Oxford" window trims was used. Lunch was served, while a player piano provided music. A large crowd attended, the net result being several sales, the gross results including a good sized list of prospective customers, to whom sales may be made later in the season.

SOLD 200 WATER FILTERS.

McKinley & Northwood, Ottawa, have been featuring water filters in their local paper advertising, taking advantage of the typhoid scare in that city. So far this season they have sold over 200 filters, ranging in price up to $20. Mr. Trudel, formerly with Graves Bros., is now managing McKinley & Northwood's store.

The Wire Goods Company of Canada, J. H. Williams, Secretary and Manager, has taken over the business of the Canadian Sales Co., 152 McGill Street, Montreal, and will manufacture all kinds of wire specialties for household use.

Henry Disston & Sons, saw manufacturers, have commenced the manufacture of cross cut saws at their Canadian plant on Fraser Avenue, Toronto, and these saws are now being billed to Canadian customers f.o.b., Toronto, instead of f.o.b., Philadelphia.

WASHING MACHINES SELL THEMSELVES.

Last year the W. W. Chown Co., Belleville, took up the sale of washing machines for the first time, and sold about three dozen, they handling J. H. Connor & Son's line. This year they have already beaten last year's mark, and expect to sell 100 before Christmas. "The machines practically sell themselves," said Russell Chown, "as we have not adopted any special plans to dispose of them. A customer buys a machine and, finding it a labor saver, she talks about it to her friends with the result that the friends come and buy themselves."

Put in a stock of washing machines if you haven't done so already.

A VACUUM CLEANER OPPORTUNITY.

From various parts of Ontario reports are received of vacuum cleaner clubs being organized by women's institutes, on the principle of the "beef rings" so popular in many parts of Ontario. The idea in the present instance is to save labor in the homes of the women members, and this idea is most commendable. Each woman pays $1 into a fund to buy a vacuum cleaner, and in return has the right to use the cleaner once each month so long as the machine lasts. A secretary looks after the dates.

The idea suggests opportunities for hardwaremen. If the club idea is to grow why shouldn't the local hardware merchant supply the machines, and why cannot he suggest the sale of other machines to small groups of customers living near together, where he considers it impossible to sell a cleaner to each customer.

Get the women interested in vacuum cleaners and each will soon want one of her own—just as they have their own washing machines. Encourage the sale of labor saving machines—they make hardware stores popular.

CANADIAN FOUNDRY TRADE NEWS.

James N. Bell, secretary and sales manager of the Pease Heating Co., Toronto, has accepted the management of the Pease-Waldon Co.'s business at Winnipeg. F. J. McKinnon is now president of the Pease Heating Co., J. L. Ross, vice-president and treasurer, and R. B. McKinnon, secretary and sales manager.

The Guelph Stove Co., Guelph, are to enlarge their plant.

The Chatham Malleable Steel & Iron Co., Chatham, Ont., are to erect a new factory, 40 x 100 feet and two stories in height.

The Charles Fawcett, Ltd., has been incorporated at Sackville, N.B., with a capital stock of $500,000, to take over business of Charles Fawcett Mfg. Co. They manufacture furnaces, stoves, ranges, boilers, lavatories, baths, basins, etc.

The New Brunswick Foundry, one of Fredericton's biggest industries, was destroyed by fire, on May 23. The loss is estimated at $30,000, insurance, $16,500.

The Calgary Stove & Furnace Co., propose to erect a $35,000 plant at Calgary if given certain inducements by that growing Alberta city.

Chas. Stewart, of the James Stewart Mfg. Co., Woodstock, Ont., has been ill since returning from a trip through Western Canada. It is expected that after a few weeks' rest he will be fully recovered and able to resume his office duties.

The Down Draft Furnace Co., Galt, is building an addition to their plant to keep pace with their increasing trade. A building 40 x 40 feet, with a triangular extension of 85 feet is now in course of erection, and as soon as this is completed they intend enlarging the moulding shop. The company are adding several new attractive lines this season in ranges and furnaces.

E. Holt Gurney, sales manager of the Gurney Foundry Co., Toronto, accompanied by Mrs. Gurney, left on June 3 on a six week's trip to England and Norway.

The Butterworth Foundry Co., Ottawa, are introducing this year two new medium priced cast ranges for city and town use, the "Fairy Diamond," and the "Beauty Diamond." They will also introduce the "Maple Leaf Diamond" furnace, having some entirely new features.

The office staff of the Gurney Foundry Co., Toronto, held their annual picnic at Toronto Island, on May 27, there being 46 present.

SECURE FURNACE CONTRACTS EARLY.

Now that building is at its height is the time for hardware men to make a canvas of their locality for furnace work. Later on the stove department and the tinshop will be more busy than at present, so every effort should be put forth to land as many orders for heating systems as possible before the rush arrives. Get close to the local architects and builders and point out that better work can be done if the order is placed in plenty of time.

PUSH CAMP SUPPLIES IN JUNE.

June is the time to bring camp supplies to the front. Tents, camp stoves, enameled plates, frying pans, galvanized refrigerators, hunting knives, safety razors, and the hundred and one handy things the hardware man has in his house-furnishing and sporting goods departments for vacation time. Put in a camping scene window this month and ask your local editor to write an item about it in the local paper.

Heating and Metal Working

STANDARDIZING FURNACE HEATING.

Address by W. W. Macon before the Federal Furnace League, May 9, 1911.

The Federal Furnace League became of great promise from the engineering standpoint when it gave publicity last year to the plan for standardizing furnace heating, for standardizing the rating of warm air furnaces, and for standardizing if possible the method of contracting for work. There is no question that warm air heating, as performed by the use of the warm air furnace, has been regarded with indifference too widely by engineers, architects and contractors, because of the apparent absence of anything very scientific in its practice.

The individual installation does not entail great money cost and cannot of course hope to engage commensurate engineering attention. This is equally true of the average residence and small building heating plant employing the steam or hot water boiler. Here, however, there has been what may be called a collective treatment of the subject, and rational rules worked out on an engineering basis have been applied and a high degree of confidence has been inspired for the benefit of all concerned—maker, installer, architect and owner. Furnace manufacturers, by their associated effort to establish the collective treatment of furnace heating, bid fair to place warm air furnace heating on the same common foundation of exactness as exists with steam and hot water heating.

Publicity for Engineering in Furnace Heating.

What warm air furnace heating needs is not extended claims of its good points; these are pretty well known and are often overbalanced by shortcomings which the public has been led to believe are the trouble with furnace heating. A general publicity campaign dwelling on the results of placing furnace heating on an engineering basis is needed. Too long has John been satisfied with doing not only as his father did in furnace heating, but as his grandfather. He either does not know or has forgotten how his progenitors by force of competition were led to modify the proportions of the furnace heating system until makers of other forms of heating apparatus had the opportunity, in talking with the buyer of heating apparatus, to claim deficiencies of the warm air system. The theory of the flow of warm air under the force of gravity has never been disproved and yet the practical application of the theory is surprisingly at variance with a large percentage of the warm air furnace heating plants installed to-day. There must certainly be a change in the rules and methods promulgated for the use of furnacemen if a great change is expected in the warm air furnace industry.

One of the reasons why the need of a change has been slow in manifesting itself is the short periods of a heating season, during which for the larger part of the country there is very severe weather. Another reason is that during these cold snaps the majority of the tenants of residences have been educated by custom to believe that they must expect to suffer some inconvenience. Another reason is that they are willing to suffer inconvenience for the sake of conserving the coal pile. They prefer huddling in a few rooms of the house in the very cold weather rather than to attempt to maintain the entire building interior at the desired temperature. This attitude of the occupant is just as true with the building warmed by direct radiation as it is with the building having the warm air plant, and the same lack of capacity for severe weather has been shown in the heating equipment by the other methods, with the added discrepancy that these plants have nothing of the overload capacity of the warm air system and cannot be pushed much above their normal capacity, while the warm air furnace can be made to burn coal at a high rate and heat air to a high temperature and provide for room warming very much over the normal capacity.

Consideration in Rating of Warm-Air Furnaces.

This brings up the subject of the rating of heating apparatus. It is, of course, highly desirable to install apparatus capable of warming a building for severest weather without undue attention on the part of the caretakers. It is also desirable that this severe weather capacity of the heating system shall be based on a combustion of fuel as large as practicable, attendance and other things considered, in order that the size of the plant shall not be too great for the general average of the heating season. It is not very wise to install apparatus easily capable of meeting severe weather demands and entailing the use of large sizes when the real work to be done demands on the average only one-third or one-half of the severe weather requirements. This is an engineering question and one which the Federal Furnace League is attempting to solve, and it may be emphasized again in passing that the relation of the average demand to the maximum demand is one more favorable to the warm air furnace than to the other generally accepted methods of heating.

Engineers who have had some insight into the purpose of the Federal Furnace League have looked forward to the production by the League of a national and practical scheme of furnace rating. One will always find efforts to ascertain the capacity of a furnace in terms of the amount of its heating surface and its grate surface. It is questionable if it is easily possible to apportion values on the basis of the ratio of heating surface to grate surface. It is probable that for one type of construction this may be safely adopted, but even then a few tests would be necessary to establish the effective relations of heating and grate surface, and if tests are needed for this purpose they might just as well be thus made the basis of denominating the rating of a furnace. Moreover, it does seem that the methods of conducting the tests should all be uniform, else it will be difficult to compare furnaces even with the comparison in terms of the value of the heating surface.

In respect to its plans for testing furnaces, all under uniform conditions and in a testing plant made for the purpose, the League is performing a decided service. It is one which to the outsider seems fraught with diplomacy. It is easy to believe that some manufacturers have an exalted opinion of their constructions. It may be that some are not aware of the larger possibilities of other constructions. Such tests as have been made, conducted under no generally accepted system, have been calculated to lead astray. A harmonious backing up of the League in the standardizing of furnace capacities is unquestionably the most necessary thing in extending the furnace heating business. On it the system of design is dependent.

Sanitary Side of Sizes of Warm-Air Piping.

The proportions of the warm air piping and other details of the warm air system does certainly need considerable attention, if one may judge from comparing actual installations with the theory as it should be applied. In too many cases the warm air is expected to travel through pipes of such small size that the air must be warmed too much to deliver the proper amount of heat to the rooms. Generous volumes warmed not too much will meet with one of the requirements of indoor heating lately given a good deal of credence by the sanitary engineer. They ought to act moreover to assist the system to offset inleakage on the windward side of buildings. The lower temperature of the air supply to the room means additional volume of air to supply warmth; this means an added degree of ventilation, and is calculated to lead one to believe that it will increase the cost of operation. The adaptability of the warm air furnace to substantially automatic control with variation in the outside

temperature works to offset the added cost of operation of the system when contrasted with direct radiation, and it does not suffer periodic overheating which impels the opening of windows particularly in moderate weather with the direct radiation system. The minimizing of the temperature of the air, so far as is practicable, is important in the eyes of the sanitarian in that it reduces to a minimum extent the amount of dust which may be disintegrated or decomposed and which, in the decomposed state may deliver small amounts of ammonia and other gases more or less irritating to the mucous membranes of the throat and nose and giving the stuffy feeling especially noticeable with direct radiation where the hot radiator is constantly disintegrating the dust falling on it.

Finally it is probable that with regard to the running of air pipes and the like in the warm air furnace system, the League ought to put its stamp of approval on one particular type or method, but its capacity ratings for furnaces ought to be equally applicable to modified systems with regard to inside or outside air intake and schemes of providing exhaust air passages. While a movement through a building of a maximum amount of air is likely to bring the interior condition of the air into close similarity to the air without, it does not appear that volume of air alone is essential for health conservation but that such matters as the minimizing of dust distillation are important. The system passing large volumes of air over the furnace surfaces, warmed to a mederate degree would seem to help materially in meeting this requirement.



AT GURNEY FOUNDRY COMPANY'S CONFERENCE.

From left to right: L. Tuck, J. Ward, J. Willis, R. Oaten, C. Roberts, A. J. Ross, A. A. Wilson, A. W. Lamontagne, W. L. Helliwell, C. Gurney, E. H. Gurney, F. F. Skinner, T. B. Alcock, E. T. Wingate, E. C. Hancock, H. W. Martin, R. W. Williams, A. E. Sweeting, W. A. Derry, F. H. Smith, D. W. Rose, W. S. Jury, G. G. Johnson, A. W. Fairbairn, H. H. D. Burk, F. W. Spry.

GURNEY SALESMEN GET TOGETHER.

The Eastern selling staff of the Gurney Foundry Co., Toronto, and the Gurney-Massey Co., Montreal, met in convention at the head offices at Toronto, on May 12 and 13, about thirty being in attendance.

Friday and Saturday mornings were spent in conferences, in which the company's advertising campaign was carefully discussed, so that both the "inside" and "outside" staffs would have a thorough grasp of what is being done to help dealers who sell "Gurney-Oxford" stoves. All of these selling plans are explained in a large bulletin entitled "Sight Drafts on Success," which will be sent to any stove dealer on request. In addition to the publicity campaign to the trade, including the four page colored insert in the Hardware and Stove Journal, large advertisements are being run in two dozen of the leading magazines and farm periodicals, with good sized ads in the local newspapers, where Gurney-Oxford agencies exist. Then there's a window display, a series of lithographs to be used in the corners of a window, while a center is made up of a range and a large testimonial card signed by the manager of one of Canada's largest restaurants. Still another "selling help" is booklet, "Sense and Sentiment About Stoves," illustrating the company's complete line, a supply of the booklet being given to each local agent.

Friday and Saturday afternoons were spent in looking over the Gurney Foundry Co.'s plants at Toronto and West Toronto, while the social side included a dinner at the National Club, on Friday evening, and a theatre party on Saturday evening, a group photo being taken outside the Toronto offices on Saturday.

PATTERNS FOR ELBOWS.

The following demonstrations and explanations are for developing the patterns for two, three, and four piece elbows.

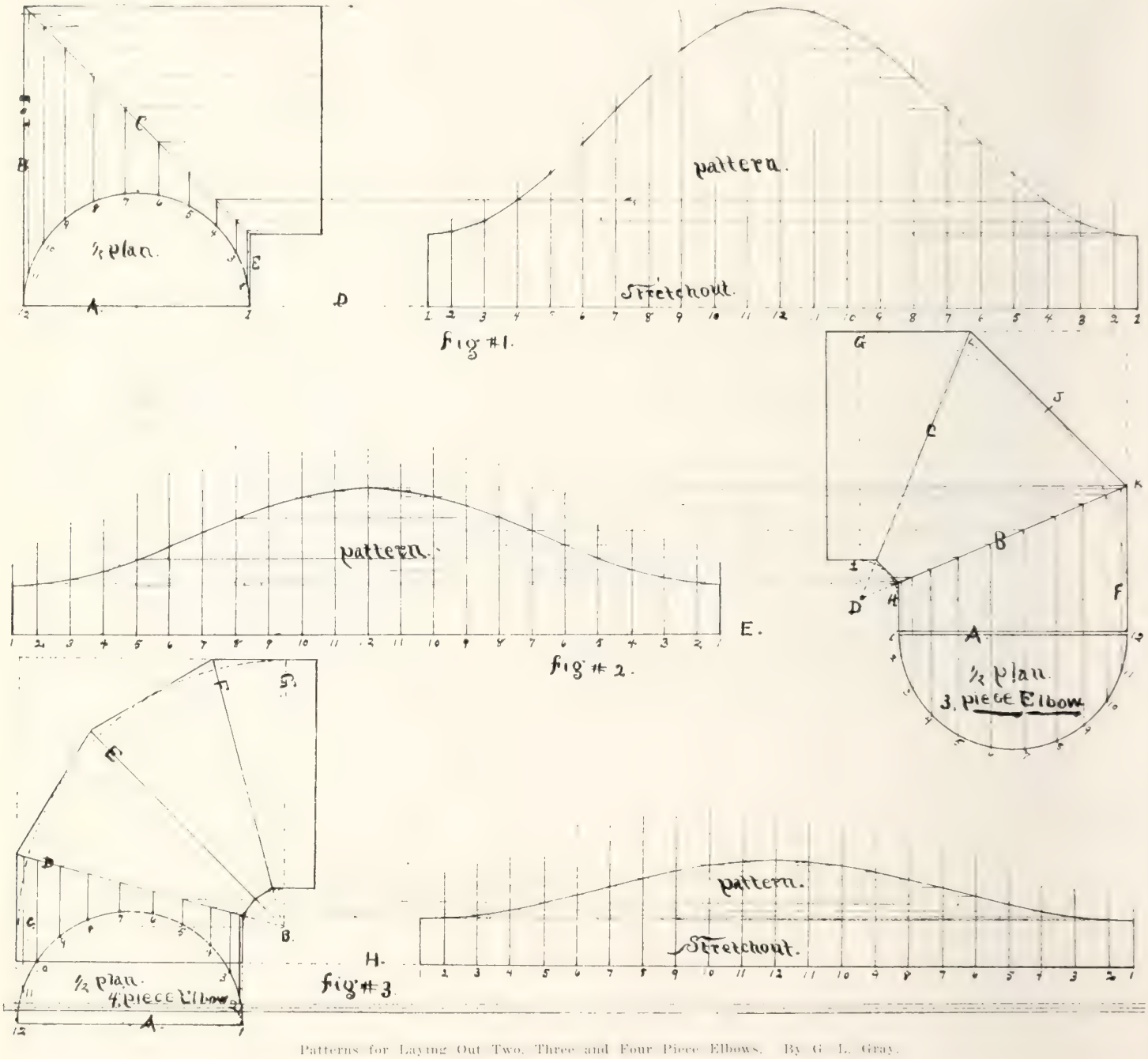
There are many rules and jump rules used in making elbow patterns, but they cannot be relied upon if a perfect pattern is required. The methods here shown are absolutely true if the pattern is properly developed. Elbow patterns are the most frequently used of any class of patterns in sheet metal work, and for this reason special care should be taken to have the pattern accurate, also properly marked, the size, also the number of pieces required. Then the pattern can be hung up in a convenient place for future use. Making an elbow is one of the first steps in sheet metal pattern cutting, and as long as the elbow holds such a prominent place in sheet metal work. The apprentice, which is to be the future pattern cutter, will become interested in the mysteries of the trade through the elbow. Although the writer realizes that the majority of the mechanics are thoroughly conversant with this work. He presents these problems for those who do not know but wish to learn, the beginners, who through this article, may become interested in other articles appearing in this journal, and thus become sufficiently interested in the good work this paper is doing to look forward from month to month for the appearance of each new issue.

Fig. No. 1. Shows the plan, elevation, and pattern for a square two-piece elbow. First draw 1-2 plan for the size elbow required, then draw elevation, placing miter line as shown by A B. Space 1-2 plan in any convenient number of equal spaces, place T square parallel with line C B and draw lines from spacings in 1-2 plan intersecting miter line A B, draw stretch-out line D and place spacings from 1-2 plan 1 to 12 on stretch-out line as shown 1 12 1, being twice the number of spaces shown in 1-2 plan, which is equal to the full diameter of the elbow. Place T square at right angles to stretch-out line D erect lines from all spacings indefinitely. Place T square

parallel with stretch-out line and draw lines from intersections in miter line A B to lines of corresponding numbers in stretch-out, draw lines through the intersecting points will give the pattern required.

Fig. No. 2. Shows the plan, elevation, and pattern of a three-piece elbow. To make an elbow of three or more pieces, first draw lines A B C shown in elevation by dotted lines, if the maker wishes an elbow with a long sweep in the throat he should place the radius point A the required distance from throat of elbow to give the sweep desired. When radius A is same into any convenient number of equal spaces. Erect lines from spacings in 1-2 plan intersecting miter line A E, draw stretch-out line G and place spacings on same as shown 1, 12, 1, erect lines indefinitely from stretchout line, place T square parallel with stretch-out line and draw lines from intersections in miter line A E to lines of corresponding numbers in stretch-out, draw lines through the intersecting points in stretch-out will give pattern required.

Fig. No. 3. Shows the plan, elevation, and pattern for a four-piece elbow. This elbow having four pieces it is necessary



Patterns for Laying Out Two, Three and Four Piece Elbows. By G. L. Gray.

determined draw 1-4 circle B C, shown by dotted lines, to obtain the miter lines for an elbow having three or more pieces always space 1-4 circle B C into **one less equal than pieces required in the elbow.** In this case three pieces are required, so that 1-4 circle B C should be spaced in two equal parts, as shown by B D C, mark half a space from each end of 1-4 circle B C, as shown by C F and E B, draw lines E A and F A, which give the miter lines required, miter line A E is all that is required to make the pattern. The balance of the work is the same as explained in Fig. No. 1, by drawing 1-2 plan and space to space 1-4 circle into three equal spaces, shown by B F G C, place half a space at each end of 1-4 circle B C, as shown by D C and B E, which leaves two full spaces between, as E H D, draw lines D A, H A and E A, which are the correct miter lines, miter line A E being located, proceed to develop pattern by same methods as explained in Fig. No. 1 and 2.

One sweep is all that is required to make any common pieced elbow, the other pieces are obtained by reversing the pattern as many times as pieces required in elbow, allowing the same distance between miter lines as elevation shows.

HARDWARE BUSINESS OPPORTUNITIES.

Ads. inserted under this head one cent per word, each insertion. Each Journal subscriber is allowed to insert one 25 word ad. free each year.

WANTED—Tinsmiths and press hands at all times. Correspondence invited. E. T. Wright & Co., Hamilton.

FOR SALE—Three counter Show Cases; also a few tinsmith's tools in good repair. Apply W. W. Chown Co., Limited, Belleville.

TINSMITHS WANTED for Western Canada towns. Apply The McClary Mfg. Co., Winnipeg, Man., who will furnish list of towns.

WANTED—Tinsmith with about $1,000 to invest in good hardware and tinsmith business in Western town. Splendid prospects. Apply McClary Mfg. Co., Winnipeg, Man.

FOR SALE—Retail Hardware business, or may take working partner with some capital, one who understands the business. For further particulars, apply W. J. Lawson, 27 Howland Ave., Toronto.

WANTED—An experienced and thoroughly capable man, able to take charge of the manufacturing end of a Stove Plant. Apply with references and full information to The Enterprise Foundry Co., Sackville, N.B.

FOR SALE—Excellent Hardware Business in Alberta, will stand the closest investigation by anyone looking for an established business with a future. Satisfactory reasons for selling. Recent inventory shows: Stock of Hardware and Farm Implements, $12,000; Fixtures, $1,500; Turnover, $41,000; Gross Profits, $11,000. Will sell or lease premises. Address Box 549, Hardware & Stove Journal, Toronto.

HARDWARE AND STOVE SALESMEN—We have a proposition which will interest every hardware salesman open to add to his present income, without conflicting in any way with his present employment. In fact it will extend your connection. Write us to-day stating what territory you cover, and particulars will be sent you. Address Box 117, Canadian Hardware and Stove Journal, 44 Agnes Street, Toronto.

POSITION WANTED—Hardwareman, twenty years' experience, no family, wants position as traveler or manager of retail store. Experienced in heating and tinsmithing work. Box 123, Hardware & Stove Journal, Toronto.

MANAGER WANTED—Owner of hardware specialty store in large Ontario city, wants capable and energetic young man to manage retail store. State experience. Box 124, Hardware & Stove Journal, Toronto.

BUSINESS FOR SALE—In most progressive city in Saskatchewan. Clean stock of about $5,000 includes hardware, harness and traveling goods. Growing district where business can be doubled. For particulars write Box 118, Canadian Hardware & Stove Journal, Toronto.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the assured

67 Victoria Street, Toronto

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs.

ORNAMENTAL IRON WORK

WIRE CLOTH AND WIRE GOODS

Perforated Metals

Genuine Antique Bronze Fly Screen Cloth

Canada Wire Goods Mfg. Co.

HAMILTON, ONT.

The so-called Equals of "QUEEN'S HEAD"

CANADA

Galvanized Iron

will not give either "QUEEN'S HEAD" satisfaction, or "QUEEN'S HEAD" wear

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch



From breakfast to the office and from the office back to supper, day after day—a monotonous grind. Get back to nature—back where the air is 100 per cent. pure and fairly reeks with health. Get away out where you can watch the sun rise over the marsh—where you can spend glorious, healthful hours punting slowly through the reeds in a bit of a flat boat for some shots at a bunch of fat mallards.

To reach Nature's wild things you must get where civilization isn't—and when you lose yourself in such a place with mind and eye constantly on the alert, and every muscle in play, you'll forget that you were ever in an office—you'll be nearer to the original man animal—nearer physical betterment and mental rest. This, a gun will do for you, and the best for solid satisfaction you can get is the

Tobin Simplex Guns

Made right here in Canada—every bit of it, from muzzle to buttplate—it leads all others and we give you this added advantage: because we know what goes into the making of a Tobin Simplex, we guarantee it with a positive "money-back" guarantee that places us under an obligation to return you the full purchase price, if we cannot give you satisfaction in every way. Priced from $20.00 to $210.00. Let us send you our new catalogue. It contains good news for sportsmen.

The Tobin Arms Mfg. Co., Limited - Woodstock, Ontario

Canadian Trade News

HARDWARE BUSINESS CHANGES.

Quebec.

St. Lamberts—A. Dion, new store.

Ontario.

Parkhill—A. W. Humphries, sold to J. B. Lindsay, Waterford.

St. Catharines—J. Simon & Co., opening hardware and specialty store.

Ottawa—Gil. Julien, sold to E. Glande.

Alvinston—J. E. Hussey succeeds John & Miners.

Fort William—Hocking Hardware Co. succeed Hamilton & Hocking.

Carleton Place—D. G. Thompson opened paint store.

Toronto—Fenn & Co., sporting goods, selling out.

Thornbury—M. Hartman suffered loss by fire.

Lanark—Taylor Bros. suffered loss by fire.

Colborne, Barfett Bros. succeed S. McCracken, whose store was recently burned, in hardware business. McCracken and Morden establish stoves and tinware business.

Toronto—Freek & Clark, establishing new builders' hardware store at 10 Adelaide Street west, distributing "Russwin" hardware.

Mildmay—Joseph Kunkel, opening store.

Windsor—Rorison & Williams, new store.

Manitoba.

Napinka—J. M. Hughes, selling out.

Grandview—S. Mitchell, sold to G. L. Challoner.

Starbuck—T. Tessier, new store.

Winnipeg—Warnken Hardware Co., succeeded by Quinn, Colban Hardware Co.

Carberry—Wm. Atkins, opening store.

Winnipeg—Manitoba Sheet Metal Works, commencing.

Winnipeg—McGavin, Lennox Hdw. Co., succeed Fraser, Lennox Hardware Co.

Saskatchewan.

Simpson—M. McLean, opening business.

Silton—H. James and W. L. Thomas, new stores.

Saskatoon—W. Hopkins, sold to Burnett Bros.

Rheim—Mengering & Kinzel, new business.

Yellow Grass—Baker Bros., succeed A. S. Baker.

Herschel—Ripley & Brake, opening business.

Graham—Hamilton Bros., late of Fort William, new store.

Elston—Caffery & Chaplin, starting in business.

Craik—R. J. McNaughton, succeeded E. H. Insull. T. F. Boyce sold to E. H. Insull.

Indian Head—Pratt Hardware Co., commencing business.

Weyburn—Hoshal Carmichael & Co., opening new store.

Preeceville—B. G. Kelly, opening new store.

Stoughton—R. F. Cornell, commencing business.

Saltcoats—T. Bradford, building addition to store.

Alberta.

Taber—Taber Hardware Co., incorporated.

Penhold—Stewart Bros. succeed Wilson Bros.

Innisfail—R. S. Nelson, Wetaskiwin, forms partnership with N. E. Snider. Innisfail Hardware and Saddlery Co., open business.

Blackie—Blackie Hardware Co., new store.

Red Deer—Victor Day succeeds F. H. Tallman.

Edmonton—Western Hardware Co., opening store.

Kinsella—R. B. Sharpe, Viking, opening branch store.

Clive—W. J. Ross, sold to Fulthorpe Bros.

Manville—Johnston & Everest, new store.

Strome—Ellison & Bradley, erecting store.

Edmonton—Bunting & Co., Ltd., opening business.

Cheadle—Cheadle Hardware Co., sold to A. A. Cook.

Medicine Hat—Western Heating & Sheet Metal Works, commencing.

Ryley—P. J. Kjossness, building new store.

Edmonton—J. McArthur & Co., opening tinshop.

Beiseker—McCulloch Bros., sold out.

Pilot Mound—Chalmers & Watson, sold to Jas. Winram.

Lethbridge—Western Heating & Sheet Metal Works, opening.

British Columbia.

North Vancouver—Benwell Bros., opening store.

HARDWARE TRADE HAPPENINGS.

The Winnipeg Ceiling & Roofing Co. have completed the erection of a large factory building at St. Boniface, Man.

The W. W. Chown Co., Belleville, have recently added to their store equipment, three Bowser oil pumps and two silent salesmen.

Wm. McGhie, stove dealer, Belleville, has been suffering from an attack of blood poisoning resulting from a scratch on his hand.

The Canada Metal Co., Toronto, have removed from William Street to their new factory and offices on Fraser Avenue, Toronto.

The P. L. Robertson Manufacturing Co., Milton, are to enlarge their plant to increase the output of socket head wood screws.

The Dominion Roofing Co., Toronto, are to erect a factory, 250 x 120 feet, at Mimico, to supply the increasing demand for "Malthite" roofing.

The Maritime Nail Works, St. John, N.B., has been disposed of by R. L. Johnston to Toronto interests for about $200,000, the transfer to be made June 1.

W. D. Beath & Son, Toronto, manufacturers of steel kegs and other hardware specialties, are to erect a large new plant to handle the growth of their business.

The Springer Lock Manufacturing Co., Belleville, have completed a large two-story addition to their factory, the new wing commanding a fine view over the Bay of Quinte.

The Belleville Hardware & Lock Manufacturing Co., Belleville, have appointed R. B. Coulson as their sales representative in Ontario, Quebec and the Maritime Provinces.

McFarlane & Douglas, metal roofing manufacturers, Ottawa, are to erect a large factory, 135 x 180 feet in size, to make fireproof steel doors and windows, metal desks, filing cabinets, etc.

The Martin-Senour Co., paint manufacturers, Chicago and Montreal, have let the contract for their new paint factory at St. Boniface, Winnipeg, the cost to be $50,000.

McFarlane & Douglas, sheet metal manufacturers, Ottawa, are just completing the copper roofing and interior metal work contracts on the new Chateau Laurier, Ottawa, amounting to about $100,000. Their plant is running at its fullest capacity.

J. A. Demars, the dean of Lewis Bros.' staff of traveling salesmen, died at Quebec City, on May 29, after a year's illness. Mr. Demars had hundreds of friends in the hardware trade who will mourn his death.

J. E. Penfound, formerly with F. G. McBrien, Toronto, is now representing Brandram-Henderson, Limited, in Toronto and suburbs.

On May 29th, St. Catharines carried a by-law granting to the Canadian Yale & Towne Lock Company nine acres of land, free water, and exemption from taxation for ten years. The vote stood 1,468 for and 7 against. The company already has a force of men at work making dies for the manufacture of Yale locks and other articles for which the company hold patents. This is the second large factory to locate in St. Catharines this year, the other being Steel & Radiation, Limited, who will occupy the site adjoining Yale & Towne.

The Lufkin Rule Co., Saginaw, Mich., and Windsor, Ont., have established a European factory at Leipsig, Germany.

Wells & Emmerson, Port Arthur, Ont., are contemplating the erection of a four-story factory for the manufacture of builders' sheet metal goods.

The National Hardware Co., Orillia, will build an addition to their plant, 100 x 45 feet, doubling their present capacity.

The Holland Varnish Co., Montreal, who recently succeeded the Thorp Varnish Co., Montreal, are running to full capacity at the present time in their new concrete and brick building. They are manufacturing eighty different lines of varnish, under the "Dyke" brand.

The YANKEE

(MADE IN ENGLAND)

The Sensation in England

Retails at $1.50



$13.20 Per Dozen Delivered

Put the best known $5 Safety Razor on a counter with this YANKEE outfit and, two to one, the customer will choose the YANKEE at $5 in preference to the other every time. You can sell the YANKEE because every store has an opportunity to make sales on "better" sets that people buy for gifts and for looks, as well as for practicability.

As it is the custom of the International Distributing Company to give the trade the biggest possible value at the least price and at all times profitable, quick sellers, we are prepared to market the new YANKEE outfit under a positive guarantee of long service and perfect shaving safety razor at **$13.20** per dozen, delivered.

INTERNATIONAL DISTRIBUTING CO.

MONTREAL, - - CANADA

CONSOLIDATION OF PAINT COMPANIES.

Following the talk of a merger of seven Montreal hardware jobbing houses rumors have recently been circulated of a proposed merger of paint manufacturing firms. The names of all the well-known Montreal paint companies have been connected with the rumor, but the facts are that instead of a merger there is to be but a consolidation of two large Canadian companies into one, with a branch factory in England.

Walter H. Cottingham and C. C. Ballantyne, the former being president of the Sherwin-Williams Co., of America, and the latter managing director of the Sherwin-Williams Co., of Canada, both of whom are Canadian-bred paint men, have purchased the Sherwin-Williams Company's Canadian and English businesses, and have also secured control of the Canada Paint Co..

The Sherwin-Williams Co. of Canada, will, in future, be operated entirely independent of the parent company in Cleveland, although Mr. Cottingham will be president of both companies. Mr. Ballantyne will be vice-president and managing director of the Canadian company, which will own and direct the policies of Lewis Berger & Sons, London, England, and the Canada Paint Co., Montreal, each of the three companies being operated, however, under the same names as heretofore.

Lewis Berger & Sons, Ltd., London, England, have been owned by the Sherwin-Williams Company of America since 1908. The old firm has been in continuous existence since 1760, and last year celebrated their 150th anniversary. It occupies the foremost place in the British paint, oil and varnish trade, and has branches in Australia, India, France, China and Japan.

The Canada Paint Company has plants at Montreal, St. Malo, Toronto and Winnipeg, and has been for twenty years under the successful management of Robert Munro, who, although he has been in poor health, has consented to act in an advisory capacity in the management of the new company. S. F. McKinnon, Toronto, has been president, and Sir Henry Pellatt, secretary of the Canada Paint Company.

The Sherwin-Williams Co., of Canada have been manufacturing at Montreal since 1895, having taken over Mr. Cottingham's paint manufacturing business in that year. In 1898 Mr. Cottingham was called to Cleveland as general manager, Mr. Ballantyne succeeding to the management of the Canadian business. The company have large paint, varnish and linseed oil plants at Montreal and Winnipeg.

The capitalization of the consolidation, including the British company, with its world-wide connection, will be five or seven million dollars. The stock has been over-subscribed by underwriters, who will offer the seven per cent. preferred stock to the public at 95, with a bonus of 20 per cent. of common stock. Although 1910 was not a favorable paint year the Canada Paint Company paid 15 per cent. on a $750,000 capitalization.

Mr. Ballantyne, as one of Montreal's three Harbor Commissioners, and as ex-president of the Canadian Manufacturers' Association, is one of the best known men in Canada. Sir Wilfrid Laurier, it is understood, invited him to enter the Dominion Cabinet, but Mr. Ballantyne has preferred to devote his energies to building up the business under his management. And his success is evidenced by the big Empire-wide consolidation now reported.

MERGER NEARING COMPLETION.

The proposed merger of seven wholesale hardware firms in Montreal, particulars of which were given in the February issue of the Journal, is nearing completion, opinions taken on the various businesses having been extended until July. The details of the merger have been decided upon, but the problem yet to be solved is the financing of the deal. Upon how the deal is financed depends, it is understood, who the officers of the new consolidation will be.

F. Orr Lewis, of Lewis Bros., Col. Wm. Starke, of Starke, Seybold & Co., Frank Newman, of Caverhill, Learmont & Co., and Harry Newman, of the McClary Mfg. Co., Montreal, are all in England to attend the Coronation festivities. It is understood, however, that business will be combined with pleasure, and on Mr. Frank Newman's return important announcements will be made.

The staffs of some of the wholesale houses have been advised to be on the watch for openings, and a general feeling of unrest is evident. Holidays are likely to be short with many, though, as stocktaking in the midst of summer will provide plenty of work and excitement.

WESTERN CANADA HARDWARE NEWS.

E. A. Nicoll has recently moved into new and larger quarters on Fourth Ave., Vancouver. Mr. Nicoll was formerly with N. A. Webb, Chilliwack, B.C., before opening in Vancouver.

E. Bigelow, who for four years was in charge of the hardware and sporting goods dept. of J. F. Cairns, Saskatoon, is now connected with W. R. Owen in Vancouver.

Wood, Vallance & Leggatt, hardware jobbers, Vancouver, have purchased a site 90 x 320 feet, on which they intend to erect a brick and steel building four stories high, costing $300,000. A private siding will be installed by the C. P. R. and also by the B. C. Electric Railway running into the warehouse. At the present time the firm have a warehouse on the opposite side of the street to the new building.

McLennan, McFeeley & Co., wholesale hardware men, Vancouver, who now occupy a five story and basement warehouse, with several smaller warehouses, intend erecting a new building, giving them eleven acres of floor space and yard room.

The Munro Steel & Iron Works, Winnipeg, are to erect a wire fence factory at Vancouver. The new plant will cost about $50,000 and will be ready by September.

McCallum & Co., recently sold their hardware business at Cranbrook, B. C., to F. Parks & Co., and Mr. J. G. McCallum has moved with his family to Vancouver, where he will reside in future. He does not intend going into business again at Golden, as reported, but may at some later date establish a hardware business at Vancouver.

The J. H. Ashdown Hardware Co., Winnipeg, are putting two new display windows in their retail store. Winnipeg citizens, same as the people of other cities and towns, buy more from window displays than from any other means of advertising. Ashdown's are therefore endeavoring to secure more of this good trade by adding the additional display windows.

The business men's trip through Western Canada this season is now being taken by a number of Winnipeg's most prominent business men. Their report upon conditions and prospects for fall trade, will very materially affect the purchasing and credit giving during the balance of 1911.

NEW GILLETTE RAZOR FACTORY.

The Gillette Safety Razor Co., of Canada, have began work on the construction of their new office and factory building at Montreal, adjoining their present works on St. Alexander Street. The new building will have 105 feet frontage, by 67 feet depth, with lanes and streets on all four sides. The building will be five stories in height and constructed of reinforced concrete throughout. The site is just below the large block purchased for the Canadian Northern tunnel and station terminal. The day after the site was purchased Mr. Bittues was offered $15,000 premium if he would resell.

TWO FINE HARDWARE STORES.

The Mills Hardware Co., Hamilton, have purchased a site 38 x 137 feet in size on King Street east, near John, Hamilton, where they will erect a modern store building with a front of English glazed terra cotta, there being no column supports in the store. The company's store on Barton Street is 34 x 100 feet in size, so the new store will be considerably larger in area. When the King Street store is completed the branch store on John Street will be closed up and the Mills Company will have two of the finest hardware stores to be found in Canada.

The Imperial Manufacturing Company, Warren, Pa., have purchased a site at Welland, and will erect a factory for the manufacture of saddlery hardware and hardware specialties.

J. M. T. VALVES



Trade Mark on every Valve

A Hardwareman's Experience

In an Eastern Ontario town is a hardwareman who says he won't buy cheap brass goods any more. He took a contract for a plumbing job and when buying his supplies **price,** rather than **quality** was his object. But when he installed the fixtures they gave trouble, and investigation showed that the brass goods were at fault. "I'll send them back to the manufacturer," he said, but he couldn't as they bore no trade mark and he had bought cheap unbranded goods from two or three makers.

The lost time and annoyance cost him more than the saving on the purchase, so, in future, trade marked and advertised **quality** goods will be specified by him.

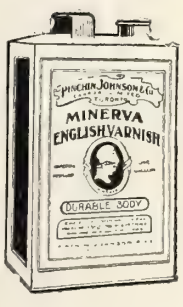
J. M. T. Valves have been upon the market for 15 years. Their popularity and reputation as a strictly high grade article is universally recognized. The Trade mark is on every valve.

We also manufacture **Plumbing Supplies, Lighting Fixtures, High Grade Steam Specialties, Iron and Brass Pipe and Fittings, Pipe Fitters' Tools, etc.** : : : : : : :

The James Morrison Brass Mfg. Co., Limited

93-97 Adelaide St., West,

TORONTO - - - ONTARIO



Your Immediate Profit May Be Large





if you handle an inferior brand that offers a larger percentage of profit, but it is poor business sense to be influenced by alluring, quick-return propositions. The paint or varnish that offers a fair margin of profit and a high-class reputation that means repeat orders is the kind that eventually brings the best returns.

MINERVA
PAINTS AND VARNISHES

can't be made any better. They have attained that degree of perfection beyond which brains, science and modern manufacture have been unable to make any advance. For 76 years Minerva Brands have been manufactured in England, and are to-day the very highest class of paint and varnish made. A thoroughly modern, fully equipped Canadian factory is now supplying a rapidly growing demand. Are you getting your fair share of paint business—paint profits?

The largest steamship and railroad companies and prominent decorators all over the world use Minerva Brand. Mr. Dealer, you have a profitable proposition waiting for you. If you haven't already looked into the Minerva plan, write us.

PINCHIN, JOHNSON & CO. (Canada), Limited

Established in England in 1834

377-387 Carlaw Ave., Toronto, Can.

Market Situation

METAL MARKETS.

The volume of trade in metals during the past month has been about the average, trade having been disturbed somewhat by the heavy speculation in tin, and by the break in price in steel bars, etc., in the United States market. It is not expected that the price cutting in steel plates and sheets, black and galvanized sheets, structural steel, billets and bars, etc., will have very much effect on the Canadian market, although there is certain to be an easier feeling here as a result of the shading in price across the line. So far local prices have held quite firm.

Ingot tin has for many months been in the control of speculators on the London market, and during the past month they have been able to reduce the stock available to such a point that prices have jumped up from 45 to 50c. per lb. for present delivery. Prices are, however, about 45c. for future delivery.

Pig iron is moving in very satisfactory quantities, and a considerable trade is going to importers of English and American iron because of the pick up of output of Canadian foundries. No. 1 Canadian Foundry is quoted at $19.00 per ton, and No. 2, $18.50. Middleboro No. 3 is quoted at $19.50. Bar iron is still quoted at $2.05 and no changes are reported locally in merchants' steel, sleigh show iron, etc.

Copper has been featureless during the month, prices remaining unchanged at 13 1-2c. per lb. Lead and spelter are also unchanged, domestic lead being quoted at $3.75, and foreign spelter at $6.

Importers are still experiencing considerable difficulty in securing delivery of orders for tin plates and galvanized sheets from the mills in England. Stocks are very low on the Canadian market, and with ingot tin, held at figures which approach the record set about three years ago, buying is not likely to be very heavy.

HARDWARE MARKETS.

May has been a phenomenal month for hardware jobbers and manufacturers. Trade began to liven up toward the end of April, and numerous orders, which should have been placed in April, were held until May, and these with the natural growth in business has resulted in making the volume of trade in May reach unprecedented figures in most of the jobbing houses. The heavy business has more than made up for the loss of trade in March and April, and business for the first five months of 1911 has shown a material increase over the first five months of last year.

Western Canada reports are even brighter, the volume of trade in the West being ahead of any previous year. The outlook for the crops are very bright, and merchants generally are looking forward to a very prosperous fall trade.

Builders' hardware has been in heavy demand on account of the large volume of building going on in various parts of the country, particularly in the larger towns and cities, where new industries are being established. The importation of builders' hardware from the old country has resulted in a reduction in the price of some lines manufactured in Canada.

Sporting goods have been lively sellers, fishing tackle, baseball and lacrosse goods being the most active lines. Hardware men in all parts of the Dominion are now taking the lead in selling sporting goods, and the result is a steady increase in this department of the wholesale trade.

Refrigerators have had an enormous sale, and already manufacturers and wholesalers' stocks are practically bare. The spell of hot weather early in May encouraged hundreds of buyers to purchase refrigerators, hammocks, lawn mowers, freezers and other hot weather goods much earlier than usual, and the result is that jobbers and manufacturers have been deluged with repeat orders, shipments of which have been delayed owing to the scarcity of manufactured stock in hand.

Stoves and furnaces have been booked in large quantities by retailers. In fact bookings more than cover the stocks which foundrymen expect to have available for delivery this year. Retailers, therefore, who follow up their early bookings with speculations for early delivery will be the ones who will be most certain of securing their supply. The Journal representative looked over the stock and order sheets of a large stove foundry this week and noted that on practically all the most used sizes of both stoves and furnaces orders in hand are twice as large as stocks available for shipment. This condition presages trouble in getting delivery in the way of retailers who fail to order until the early fall.

Camp goods, gas, oil, and gasoline stoves and enamelware have all been experiencing a satisfactory trade, the early warm weather having enabled retailers to make displays of their goods and dispose of the first stocks ordered from jobbers.

Heavy goods such as screws, nails, bolts and nuts are moving in seasonable quantities and the outlook for trade in this line is very satisfactory. The same applies to miners' and railway supplies, orders for shipments. Wheelbarrows, explosives, etc., are also being received in very satisfactory quantities for this season.

PAINT AND OIL MARKETS.

Turpentine, which dropped from $1.40 to $1.10 during April, has now dropped to 85 to 87 cents, with plenty of this year's stocks available to supply the demand. Linseed oil, however, has held quite firm, the month resulting in very little change. Raw oil is variously quoted in Toronto from $1.07 to $1.10, and boiled from $1.10 to $1.13.

White lead is now attracting attention, importations of English lead having had a weakening effect on the Canadian market. Some brands quoted at $6.65 have been dropped to $6.40, with similar reductions in other grades. The change is considered to be but temporary, as the price of white lead in Canada is much lower than in the United States.

Ready mixed paint trade this season has been very large in spite of the feeling by many retailers that buying would be curtailed by the higher cost of the raw materials entering into the manufacture of mixed paints. With hardly an exception manufacturers report considerable increases in the volume of their sales.

Varnishes have also been in large demand, this helping materially in settling the price problem. Prices are now held very firm.

Specialties, such as floor wax, wall coverings, stains, enamels, etc., have sold better this year than ever before, while brushes have been featured by retailers to better advantage than in any previous season.

Glass and putty are coming more into demand as building work progresses, and the outlook is for a very active season.

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Do you believe in--- The "Horse Shoe" Fairy Tale?

Miracles do not happen in business, yet—lots of otherwise sensible men believe in Luck.

They will tell you that things happen—that the successful man is the lucky man. But getting down to brass tacks, you know perfectly well that nothing happens.

You know that success is the result of certain causes—

Causes so obvious that believers in the "Horse Shoe" fairy tale pass through life without noting them.

90 per cent. of the successful Hardware Merchants do not believe in luck—

They use "Buying Sense" instead,

And stock the lines which mean profit and reputation for them—**International Varnish Products.**

"ELASTICA" Floor Finish—the one perfect floor finish—the durable, beautiful, waterproof finish that never turns white or cracks.

"LACQUERET"—the Household Beautifier—a prime necessity in every home.

"SATINETTE" White Enamel—the enamel that stays white—made for both interior and exterior work.
FLATTINE FINISH—the finish that produces a full dead or flat appearance **without the labor and expense** of rubbing.

KLEARSTONE Stains (Acid or Oil)—the perfect wood stains.

Every **International product** you sell adds to your reputation and increases your bank balance at the same time.

N.B.—All International Varnish Products are sold in full Imperial Measure cans.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO **WINNIPEG**

M-L Paints



Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line. Get particulars from—

Imperial Varnish & Color Co. Limited

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg **524 Beatty St., Vancouver**

Leeknott

CASCO

ROOFING

MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

WILL LAST FOR YEARS IN ANY WEATHER

Canadian Supply Co.

Roofers' Supplies

220 KING STREET WEST

TORONTO

AGENTS WANTED

SORTING UP ORDERS

For Brushes should be placed at once.

Examine your stock now; do not wait until your stock of the best selling lines is depleted, but order right away and thus avoid missing sales. Remember, brushes will be much in demand during the month of June, and particularly

BOECKH'S BRUSHES

We are decidedly busy now, but our large well assorted stock and large manufacturing facilities make it possible for us to give prompt attention to your requirements.

THE BOECKH BROS. COMPANY, Ltd.

Head Office
80 York Street

TORONTO, CANADA
ESTABLISHED 1856

Factories
158 to 168 Adelaide Street West

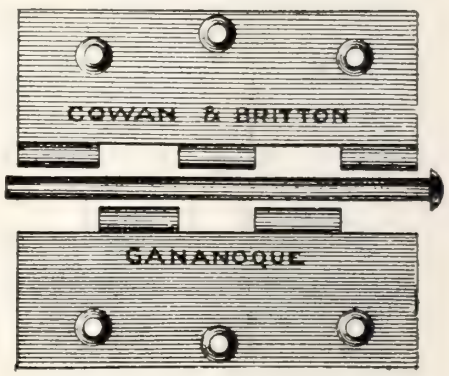
HIGH-GRADE

Builders' Hardware

We are headquarters for the best-grade builders' hardware on the market—the hardware that never fails to prove itself to be durable, efficient and a satisfaction giver.

We handle a full line, including Butts, Hinges, Hasps, Staples, Nails, etc. **Remember, the quality is guaranteed. Write at once for catalogue.**

COWAN & BRITTON, Gananoque, Ont.



Gray's School Of Sheet Metal Pattern Drafting

This is the most thorough, practical and advanced course in Sheet Metal Pattern Drafting to be had, and costs less than any other.

Our scholars make rapid advancement because we teach pattern drafting only, using short, quick methods, and do not take up their time with **arithmetic or any other preliminary study.**

An education is not necessary in order to become a good pattern cutter. If you are **ambitious** and **practical,** that is all that is necessary. Write for full information, and full size school drawing.

GRAY'S SCHOOL
3537 Third Ave. - - - NEW YORK CITY

Monarch Typewriters

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

THE MONARCH TYPEWRITER CO., LIMITED
46 ADELAIDE STREET WEST
TORONTO, - ONT.

PREVAILING MARKET PRICES.

Toronto, June 7th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20
Antimony, per lb. 0 09
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting.... 13½
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base,
Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized Apollo		Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots—	
Canadian foundry, No. 1	19 00
Middlesboro. No. 3.....	19 50
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste 30	p.c.
Traps and bends 50	p.c.
Solder, half and half, lb...23	25
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb...45 00	50 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots..... 7 25	7 35
72x30 up to 26 gauge, case lots	7 85

Scrap Metal, Dealers' Buying Prices—

Heavy copper and wire lb.	0 11
Light copper bottoms ...	0 09
Heavy red brass	0 10
Heavy yellow brass	0 08
Light brass	0 06
Tea lead	0 02
Heavy lead	0 02
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Barrels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12½
U.S. Water white	0 14
U.S. Pratt's astral	0 16
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—

Bulk in casks	2 20
Bulk 100 lb. drums....	2 55
Bladders in barrels	2 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—

Genuine, 560 lb. casks, per cwt.	4 75
Genuine, 100 lb. kegs, per cwt.	5 25

Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—

Pure Turpentine, single barrels 0 81	0 86
Linseed Oil, single barrel, raw 1 07	1 09
Linseed Oil, single barrel, boiled 1 10	1 12
Rosin, "G" grade, bbl. lots, 100 lbs.	3 25

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead, ground in oil—

B. B. genuine	7 40
Other brands 6 15	6 40

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 08½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 30 and 5 p.c.
Miscellaneous—

Beeswax, per lb.	0 40
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. ..	2 30
Paris white, bbls.	0 90
Whiting, gilders, bolted..	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, ' 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¾ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails, base 2 35
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.

Galvanized, barb	2 30
Galvanized, plain twist ..	2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12

Hinged pipe vise, 25 lbs.	3 55
Saw vise 4 50	5 00
Blacksmiths', 60; parallel,	45

per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00

Bench axes	6 75 10 00
Broad axes	22 75 25 00
Hunters' axes .	5 00 6 00
'Boys' axes	5 75 6 50
Lathing hatchets	4 70 10 00
Shingle hatchets.	1 45 6 75
Claw hatchets ..	1 70 5 00
Barrel hatchets .	5 50 6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
Carriage Bolts, over one inch, 50 and 5 off list.
Carriage Bolts, 1 inch and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron, (\$3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slaters paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, \$2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, \$3.50, \$4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. \$6.75.
Lift Tabular and Hingle Plain, per doz., \$5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, \$1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, \$6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, \$1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., \$5.00.
Bench, iron, per doz., \$4 25.

Screws (Machine) -
Flat head, iron and brass, 35 per cent
Fillister head, iron, 30; brass, 25 per cent

Shovels and Spades -
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft.; in 50-ft. rolls, \$1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., \$9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.

Kitchen Sinks—Cast iron, 16x24, \$1; 18x30, \$1.15; 18x36, \$1.95.
Flat rim enameled sinks, 15x24, \$2; 18x30, \$2.35; 18x36, \$3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

HAVE YOU ILLUSTRATED YOUR NEW LINE ?

Photographs for Travellers' Sample Books, Half-tones for Catalogues, etc.

LINE DRAWINGS and ZINC ETCHINGS for GENERAL NEWS ADVERTISING, Etc.



By permission of the Harriston Stove Company.

Specimen of Catalogue Illustration.
Photograph, Retouching and Half-tone Engraving complete, the product of our works.

We photograph and make the plates for any nature of advertising or publicity

Legg Bros. Engraving Co.

5 Jordan St. - - TORONTO, CAN.

THE "GEM" WASHER

HIGH SPEED FLY WHEEL.
RAPID ACTION DASHER.



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Ltd.

OTTAWA, - ONTARIO



Your store is not complete without one of our **Stock and Display Cabinets**
Write for particulars regarding free offer to Hardware Dealers.

PIKE MANUFACTURING CO., PIKE, N H., U.S.A.

Everything in Abrasives.

IN CASE OF FIRE



The insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of the McCaskey Gravity Account Register System, the chances are you have none.

Only One Writing **The McCASKEY SYSTEM** First and Still the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

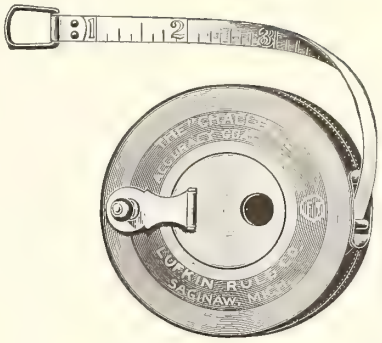
A letter or postal will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know you want information.

DOMINION REGISTER COMPANY, LIMITED, Toronto, Canada

Manufacturers of Surety Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

LUFKIN Measuring Tapes

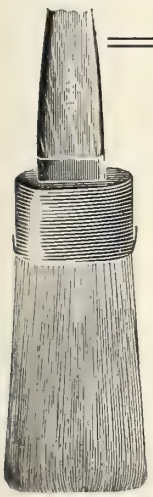


THE BEST SELLING LINE IN THE WORLD

The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE



"BRYAN'S BRUSHES"

It will pay you as a Hardware Dealer to stock this line. We manufacture a full assortment for all purposes and especially for

PAINTERS, DECORATORS AND FINISHERS

Order from your wholesale house or direct.

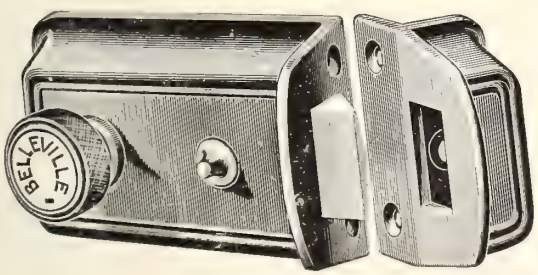
WESTERN REPRESENTATIVES
WINNIPEG PAINT & GLASS CO., Limited, Winnipeg and Edmonton
CALGARY PAINT & GLASS CO., Calgary, Alta.

SEND FOR 1911 CATALOGUE

THOMAS BRYAN, Limited,
LONDON, - - - CANADA







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co., Ltd.
BELLEVILLE, CAN.

You get what you want when you want it!

Depend on us for prompt shipments of any of the many specialties we make. For we carry stocks at both our factories that are big enough to take care of your orders QUICK. And that ought to count with you.

ACORN GALVANIZED SHEETS

We can now make you a better offer on these top-notch goods than you can get on import orders of the usual kind. You can bank on the quality of "Acorn Quality." Every sheet is dead flat, soft and easy working and so rolled and galvanized as to meet the difficult conditions of the British Government Specifications. Write us for particulars NOW—before it slips your mind.

THE
METAL SHINGLE & SIDING CO., LTD.

FACTORIES: PRESTON, ONT.
MONTREAL, QUE.

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation. Increases trade. Increases profits.

BECAUSE It enforces a correct record of

All Cash sales. All credit sales.

All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business give the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship and what they do, National Cash Registers are the lowest priced machinery made.

They sell from $13 00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

NATIONAL CASH REGISTER CO.

F. E. MUTTON, Manager for Canada

258 YONGE ST., TORONTO

CANADIAN HARDWARE AND STOVE JOURNAL

MONTHLY $1.00 YEARLY

July, 1911 TORONTO Vol. 3. No. 7.

Regina THE NATURAL DISTRIBUTING CENTRE OF Saskatchewan

AND THE LOGICAL PLACE TO PURCHASE

Shelf and Heavy Hardware and Metals

All roads lead to **REGINA** for the **DOMINION FAIR** July 31st to August 13th.



We want every hardwareman in Saskatchewan to make our office his headquarters. The time of our travellers is at your disposal during the exhibition.

We take pride in our complete stock of **GUNS, RIFLES** and **AMMUNITION** and will consider it a favor if you will hold open your orders until you see us.

PEART BROS. HARDWARE COMPANY, LIMITED

REGINA, SASKATCHEWAN

CANADIAN TRADE PRESS TORONTO CANADA

G GILLETTE R RAZOR

"Long Live The King"

Though uncrowned, King C. Gillette's invention, the Gillette Razor, reigns to-day over an Empire even wider than that which acclaims His Most Excellent Majesty George the Fifth, by the Grace of God, of the United Kingdom of Great Britain and Ireland, and of all the British Dominions beyond the seas, King, Defender of the Faith, Emperor of India.

King Gillette's humble and most hearty thanks are extended to the five million men whose loyalty and allegiance have made such a magnificent success of the G. R., "The Razor of To-day."

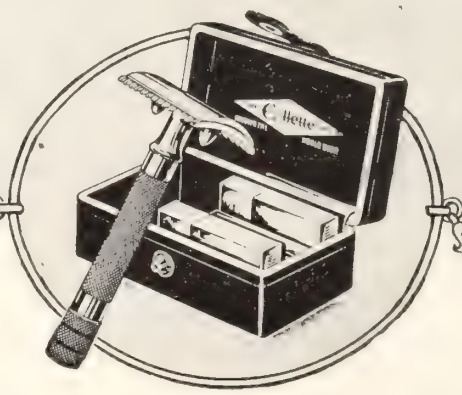
The princely motto, "Ich Dien" (I serve), could have no better exponent than the Gillette Razor. It rules supreme because it serves best every man who uses it.

The Gillette is the only razor adjustable for a light or close shave, a soft or wiry beard, a firm or tender skin. The three-minute Gillette shave, clean, cool and comfortable, is known and appreciated the world over.

The subjects of King C. Gillette enjoy a freedom from the annoying delays and constant expense of the barber shop, and from the discomforts of shaving at home with the old-style razor or a make-shift safety, which more than justifies their oath of allegiance.

Buy a GILLETTE and enjoy it.

At your Druggist's,
Jeweler's or
Hardware Dealer's.
Standard Sets $5.00
Pocket Editions $5.00 to $6.00
Combination Sets $6.50 up.



Gillette Safety Razor Co. of Canada, Limited
Office and Factory :
63 St. Alexander St., Montreal.
Factories also in Boston, Leicester, Berlin and Paris.

In our advertising, as in our inventing and manufacturing, we always try to be right up to the minute.

The Coronation advertisement reproduced above, which appeared in Canadian papers on Coronation Day or the day previous, attracted a great deal of attention—attention of a kind that **sends men to your store to buy.** It recalled, in its timeliness, the "GILLETTE ELECTED" advertisement which appeared the day following the last General Elections.

Are you so identifying your store with the GILLETTE that you reap the results of advertising like this?

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory - - 63 St. Alexander Street, Montreal

Hot Weather Specialties

That Will Help Your Profits

We ask you to get particulars and prices of such articles as are advertised below before placing your orders elsewhere. Our stocks are varied and extensive and your enquiries will receive prompt and careful attention.



Ice Cream Freezers

The Gem, capacity 1 qt. to 14 qts.

The Blizzard, capacity 1 qt. to 14 qts.

Jumbo Lightning with fly wheel, capacity 20 qts.

American Twin Freezer freezes 2 flavors of Ice Cream or Sherbet and Ice Cream at one and the same time in one Freezer. Capacity 2 qts. to 12 qts.

Ice Cream Dishers, Ice Picks, Ice Chisels, Ice Grinding Machines for table use, etc., etc.

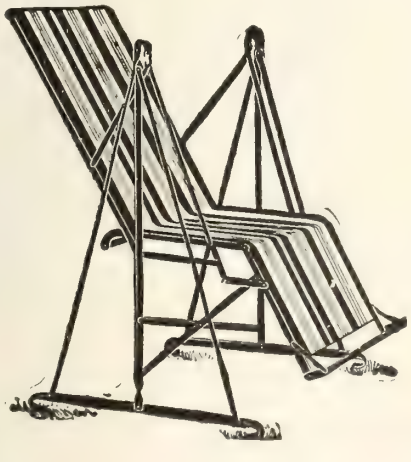


"COMFORT" PORCH CHAIRS

Combine the Comfortable Features of the Ordinary Porch Chairs, Hammocks and Swings

There are two kinds of these chairs—the one as illustrated is called the **Comfort Swing Chair,** the other is called the **Comfort Reclining Chair.**

Their advantages over other Porch Chairs are many—you can sit in them as in an ordinary chair, you can recline as on a couch or in a hammock or you can swing as in a swing seat or settee and all can be done in about the same space as used for an ordinary Rocking Chair. When changing from a sitting to a reclining position the Comfort Chairs automatically adjust themselves to the movement of the body. They are perfectly simple and rest the entire body thoroughly.



FULPER FILTERS

are Absolutely Germ Proof

These Filters can be confidently recommended. Water may be "clear" and yet not "pure" as is the case when it has passed through the Fulper Stone the pores of which are so minute that nothing in the shape of bacteria or any impurity can pass.

ASK FOR BOOKLET



RICE LEWIS & SON, LIMITED

Toronto - - - - Ontario

KENNEDY

Russwin
Food Choppers

Pocket Cutlery and Butcher Knives

47-11
Razors

The reason for our success is the service we give customers. Try our "Same Day" Mail Order Service. You will like it.

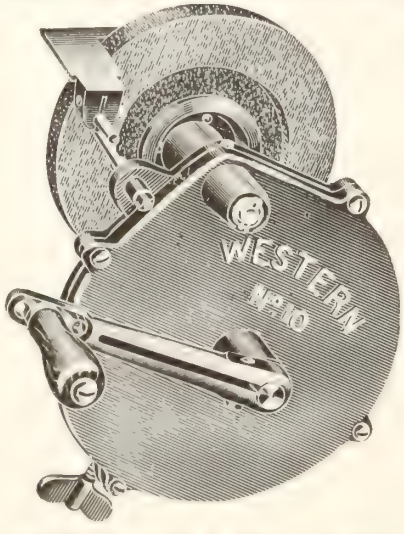
The
KENNEDY HARDWARE COMPANY
Limited

51-53-55 Colborne Street, TORONTO

Exclusively Wholesale

Everything in Hardware

WESTERN TOOL GRINDER



For Durability, Efficiency and Economy no machine will give better satisfaction than the

WESTERN TOOL GRINDER

This machine is noiseless, dirtless, chainless, lightest run, longest lived grinding machine on the market. The friction is reduced to a minimum. It has cut gears encased. The wheel is a corundum grinder, 7 x 1. Every part of the machine is made of the finest iron and is very easy to handle.

Our grinders are packed in a box and only weigh 20 lbs.

There's money in it for you. Write to us.

THE TAYLOR - FORBES COMPANY, LIMITED
GUELPH, ONTARIO

REPRESENTED BY

H. G. ROGERS, 53½ Dock Street, St. John, N.B.
J. B. H. RICKABY, Victoria, B.C.
W. A. MacLENNAN, Vancouver, B.C.
HARRY F. MOULDEN, Travellers Bldg., Winnipeg.
CANADIAN UNITED MFRS' AGENCY, London, Eng.

THE HOWLAND POLICY



We shall keep hammering away at this fact until every dealer, big and little, thoroughly understands it:

Fundamental Values; Quality in Everything, and in Every Part of Everything. And Absolute Satisfaction to Customers at whatever cost.

We are never satisfied unless you are satisfied. We give our customers the best that is in us, and we are making new friends every day.

H. S. Howland, Sons & Co., Limited

We Ship Promptly.

Wholesale Hardware

TORONTO

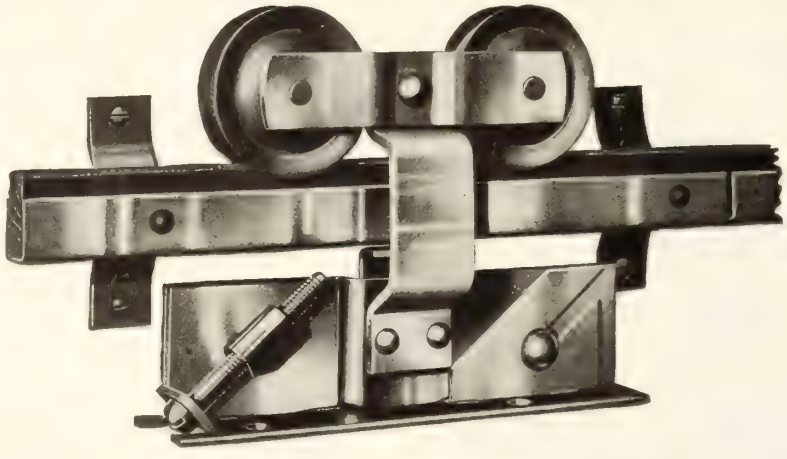
GRAHAM NAILS ARE THE BEST.

Our Prices are Right.

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

The Hatch Parlor Door Hanger

EASY TO PUT UP



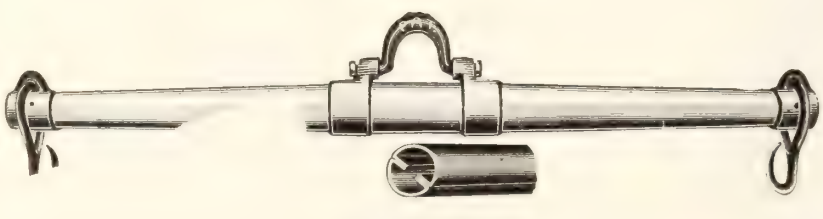
NOISE-LESS IN ACTION

Combines all the best features in Door Hanger Construction. Quickly adjusted. An absolutely new line. Better than the best American goods and at a more reasonable price. Leave your money in Canada. Apply for agency.



Steel Neckyokes

28, 34, 36, 40, 44, 48 inch.



Steel Fletrees

36, 40 inch.

We make all kinds and sizes of

Brackets
Hangers
Hinges
Butts
Hasps
Staples
Gate Hooks
Harness Hooks
Foot Scrapers
etc., etc., etc.

L GOODS COMPANY, Limited

'AMILTON, CANADA

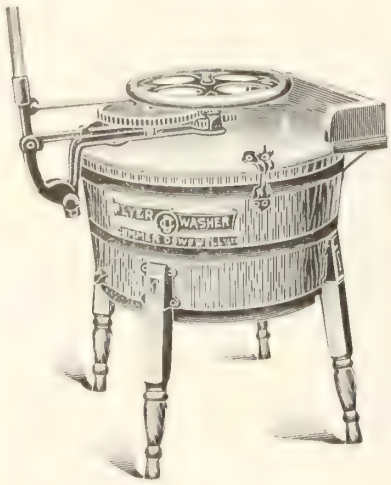
Axes, Adzes
Chisels, Draw Knives
Hammers
Lumbering Tools

Carried in stock by
Hardware Jobbers

Allan Hills Edge Tool Co.

Galt, Ont.

The FLYER A High Speed Hand Lever Ball Bearing WASHER



Built up to a Standard.
Not down to a Price.

Large and well balanced fly wheel carries the action along when in action.

Easy Movement—No Lost Power.

Entire gear is attached to cover and **lifts easily with it.**

IT'S A GOOD ONE

MADE BY

CUMMER-DOWSWELL, LIMITED, Hamilton, Ont.

Eastern Agents:
W. L. HALDIMAND & SON
Montreal, Que.

Western Agent:
H. F. MOULDEN
Winnipeg, Man.

Are You Getting Your Share

of the Profitable Trade in Wire Rope?

In every locality wire rope is in constant and increasing use, and it is a line to which every hardwareman should give prominence.



WIRE ROPE

is the standard of quality for every purpose and there is an immense range of **Greening's Wire Rope** to select from.

Catalog No. 10 will give you some valuable points on the wire rope business.
Write us for your copy.

THE B. GREENING WIRE CO., LIMITED

Hamilton - Montreal



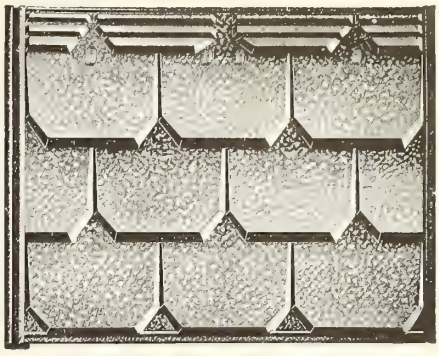
The Hardwareman with the

"EASTLAKE"

STEEL SHINGLE

Agency gets the cream of the roofing business.

WHY? Because the Shingles **"MAKE GOOD"** from year to year and generation to generation. That's the whole thing in a nutshell.



THE "EASTLAKE" STEEL SHINGLE

METALLIC CEILING

SHARP EMBOSSING **ACCURATE FITTING**

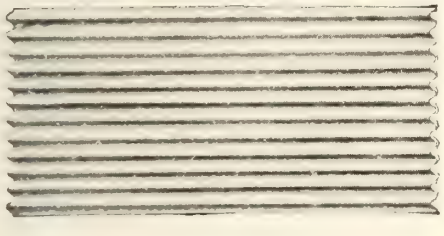


"Metallic" is **the** Ceiling material of the present and the future.

For the hardwareman it is a line affording a quick, profitable turnover.

When you go in for the Metallic Ceiling business, write to the firm that heads the list for reputation.

The address is at the bottom of this page.



Corrugated Iron

Is no longer a Specialty.—It is a Staple.

Our corrugated sheets are thoroughly galvanized and properly corrugated. We carry a large stock and can always ship promptly. Get in touch with us to-day.

SOME OF OUR OTHER LINES:

Metallic Sidings **Galvanized Cornices** **Metallic Skylights** **Ventilators**
Metallic Lath **Fire Proof Windows and Doors** **Eavetrough and Pipe**
Zinc Ornaments

WE SPECIALIZE ON CURVED TROUGH

THE METALLIC ROOFING CO. OF CANADA LIMITED

TORONTO, ONT. **MANUFACTURERS** **WINNIPEG, MAN.**

9



No. 16-58

"Canada" Gas Range

42 inches wide and 60 inches high, all valves, pipes and operating parts are in front; visible oven burners. The broiler oven is made to fit a large roast or fowl. The heat can be applied either to the top or bottom of broiler oven. The lower warming oven is heated and lighted by a gas jet.

FOR NATURAL OR ARTIFICIAL GAS

The Most Compact, Powerful and Economical Range in America

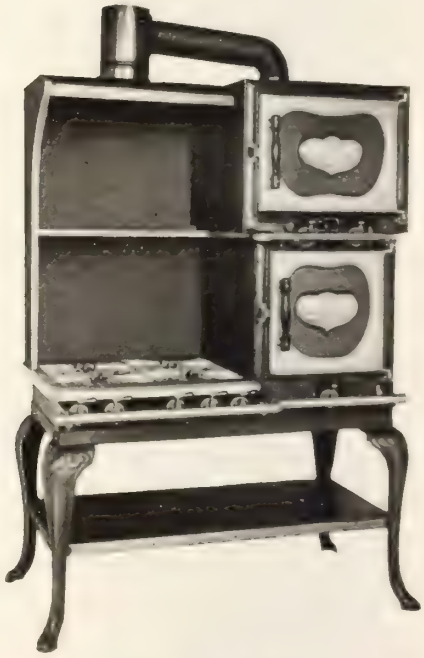
MADE ONLY BY



End view of 16-58

Showing deep ovens, roomy top and canopy shelf.

All designs are registered.



No. 16-57

Same as 16-58 but without the lower warming oven.

Can also be had with tile back and glass oven door.

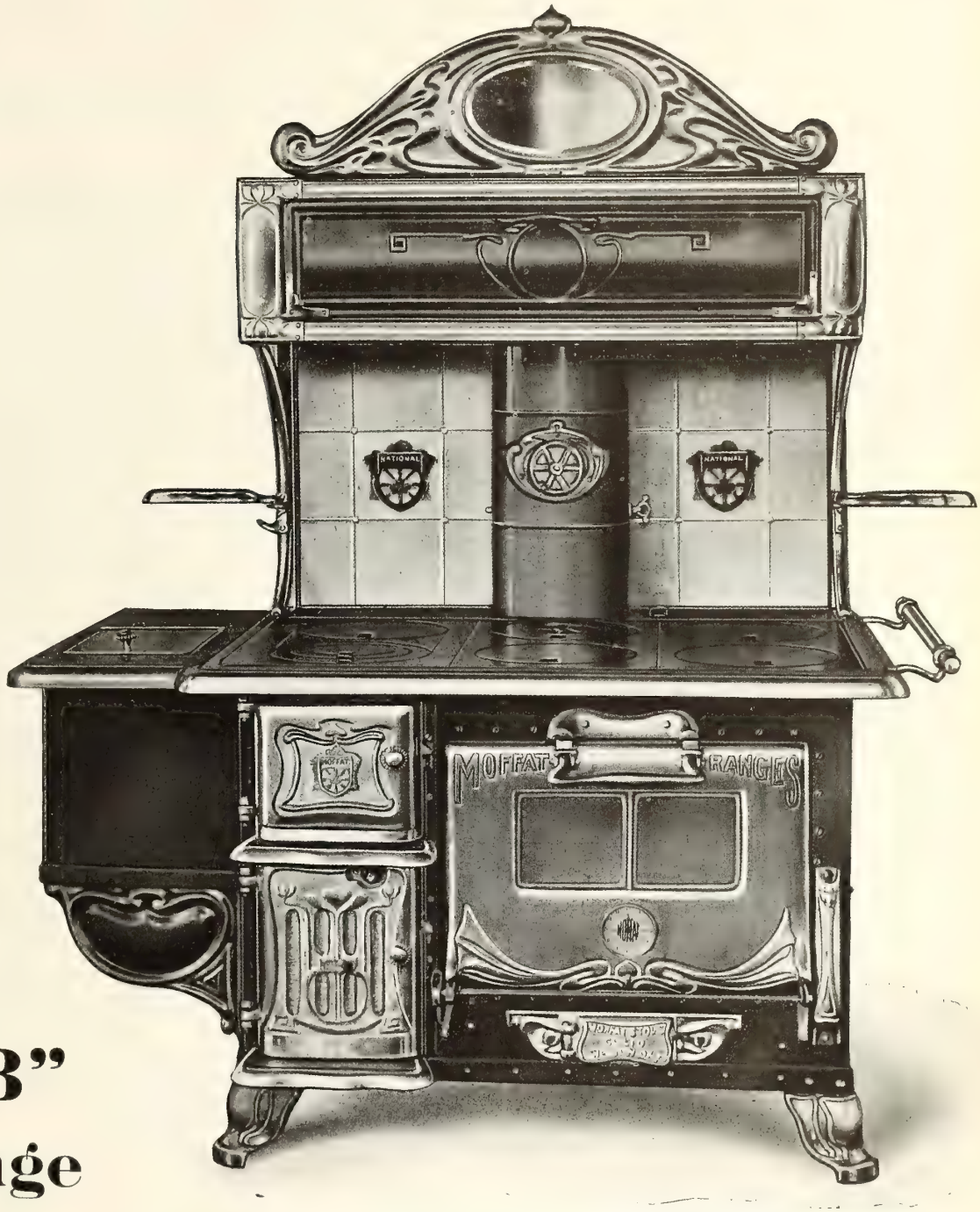
The MOFFAT STOVE CO

Winnipeg - - Calgar



Top Plan of the "Canada B"

Out of 50,000 Steel Tops of the above pattern we have never yet had an order for repairs. Compare this with your repair list and railway breakages.



Moffat's "Canada B" Steel Range

Continues to be The Standard for Canada

The above cut shows full nickel finish, with English Tile, Fire-resisting Glass Door, Bevel Plate Mirror.

The full nickel is finished like silver plate—no dead spaces or corners to collect dust. Can be wiped off and cleaned with an ordinary duster. We are the only firm in the world who are finishing nickel in this manner. This costs more and requires high-grade materials, but the best is none too good for our customers.

The Special Tile can be had in yellow or green tints, with trade mark in colors. All parts protected by registration or patents.

Limited - WESTON, ONT.

- - Vancouver

The Famous MAXWELL Line of

Hardware Specialties

Will Give Impetus to your Hardware Trade

Our long experience, ability and factory equipment and the resultant excellence of the "MAXWELL" line all help to make satisfied customers and so benefit your trade as well as ours. The Dealer who handles the "MAXWELL" line has the advantage right through.

The following of our business winners should interest you—

CHAMPION HIGH SPEED WASHER
PURITAN MOTOR WASHER
MAXWELL ELECTRIC WASHER and WRINGER
"FAVORITE" CHURN
"BLUE BELLE" WASHER
ROYAL MANGLE
LAUNDRY KING WRINGER
GARDEN BARROW
MAXWELL LAWN MOWER



"Champion" High Speed Washer

The "Champion" High Speed Washer has also the same tub and rubbing mechanism as the old "Puritan," but a new and improved drive. The feature of it is the heavy balance wheel, which revolves several times for every stroke of the lever, making the "Champion" work with wonderful ease and smoothness.

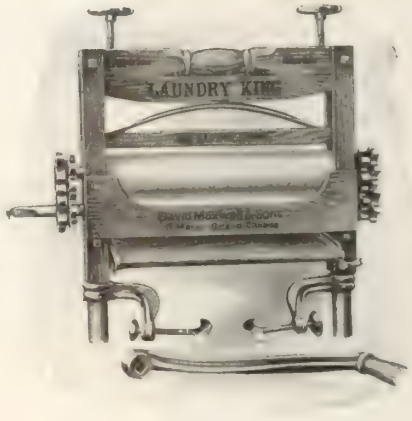


Maxwell "Favorite" Churn

Maxwell's "Favorite" is used all over the world—in Denmark, the butter country of the world— in the United States, in spite of high tariffs—and in every section of Canada. Our Agricultural Colleges and Government Inspectors recommend it, because it is the finest butter maker in the world.

The roller bearings—and hand and foot levers—make churning an easy task, even for a child.

All sizes from ½ to 30 gallons.



Wringers

We illustrate "Laundry King," the latest type which we have placed on the market. This is a large wringer, with rolls 14 inches by 2¼ inches, and can be attached to laundry tubs of any description. We manufacture a line of wringers embracing between 50 and 60 different machines from 10 to 14 inches in width and from one to five years' grade, with and without ball bearings or covered gear. A variety to suit the wants of all customers.

The MAXWELL Line Pays Good Profits

Write for Catalogue

David Maxwell and Sons

St. Mary's, Ont.

DAVIDSON'S "Premier Marathon" Steel Range



Represents an achievement of the 20th Century

and

Has a reputation for durability and practicability.

Allow us to draw your attention to some of the most important selling features of **this high class range.**

Finely finished Wellsville steel body.

Well proportioned fire box with new style fire back which is practically indestructible.

Strongly reinforced oven will not buckle or warp.

Front lift key plate for broiling and toasting.

Duplex draft keeps the fire bright and even at both ends of the fire box.

All cast back smoke flue.

Ventilated base.

Easy attachment of reservoirs.

Extra heavy tops and covers.

All these points combined with the bright, plain, smooth and easily-cleaned nickel trimmings embody a Range giving absolute satisfaction for long wear and good service.

Don't fail to order a sample stove at once. You will find it a profitable line and an exceptionally good seller.

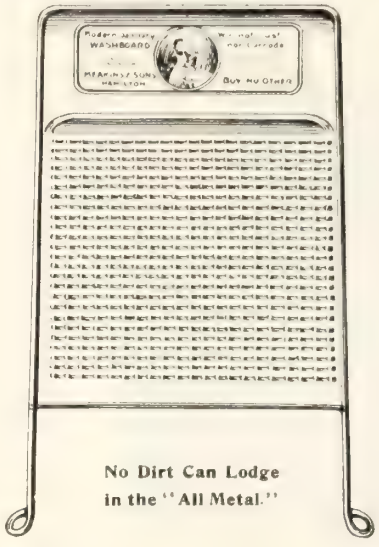
MADE IN FOUR SIZES AND SEVERAL STYLES

THE THOS. DAVIDSON MFG. CO., LIMITED

Montreal and Winnipeg

"All Metal" Sanitary Washboards

The "All Metal" will wear longer than five wooden washboards. They are highly sanitary and will not rust or corrode. No smell after washing. No nails or torn metal facing to tear clothing or cut hands—it's all in one piece.



No Dirt Can Lodge in the "All Metal."

This new line has caught on in surprising fashion.

Large orders coming from all parts of Canada.

Ask your hardware jobber for the "All Metal" washboard.

Branches:
MEAKINS & SONS
Winnipeg
MEAKINS & SONS
Toronto
MEAKINS BRUSH CO.
Montreal

MEAKINS & SONS
SOLE MANUFACTURERS
Hamilton, - - Ont.

Nova Scotia Agents
C. E. CREIGHTON
Halifax, N.S.

British Columbia Agents
F. G. EVANS & CO.
Vancouver, B.C.

Ask Your Jobber for "J. H. Still"

Axe, Fork *and* Shovel Handles

Horse Pokes, Hockey Sticks, etc.

The name "J. H. Still" stands for the very best values obtainable in wood handles for Axes, Hammers, Forks, Shovels, Picks and other tools and for a very extensive range of other wood turned products.

Our experience shows that one of the most important features of this line of business is accurate grading. And we accordingly pay great attention to this feature.

Our range of grades, sizes and shapes is one of the largest made; and each article we produce represents the very best value for the money.

As we are specialists in our lines, our methods are so economically organized that we can naturally quote the lowest prices obtainable.

Write us for complete catalogue and trade discounts.

J. H. Still Manufacturing Co., Limited

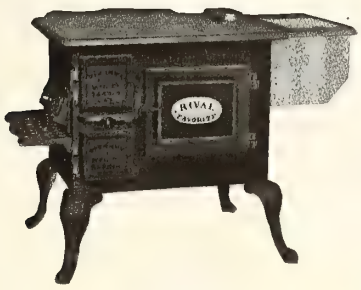
ST. THOMAS - - - - - - - - CANADA

Decarbon Steel Stoves and Ranges



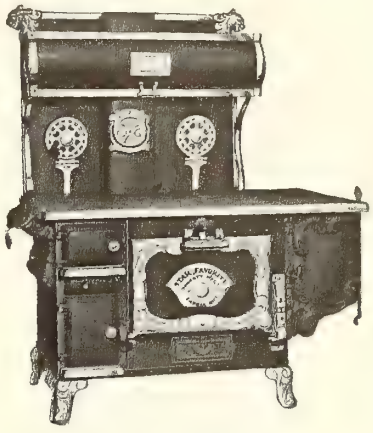
SUPERB FAVORITE

69-19 Crated, weight 605 lbs.; 369-20, 615 lbs.



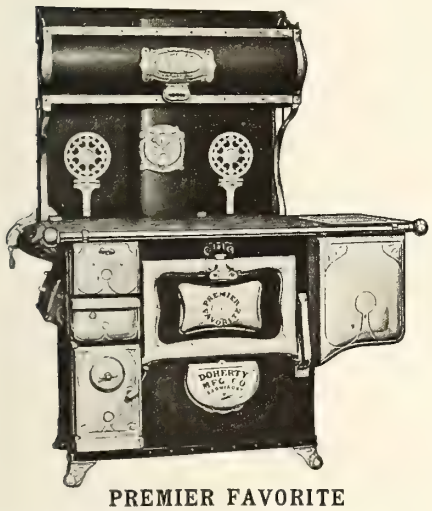
RIVAL

9-12, Crated, weight 135 lbs.
9-14, " " 160 lbs.
9-16, " " 195 lbs



STAR FAVORITE

9-16, Crated, weight, 450 lbs.; 9-18, 470 lbs.: 9-20, 490 lbs.



PREMIER FAVORITE

9-16, Crated. weight 470 lbs.: 9-18, 490 lbs.; 9-20, 510 lbs.

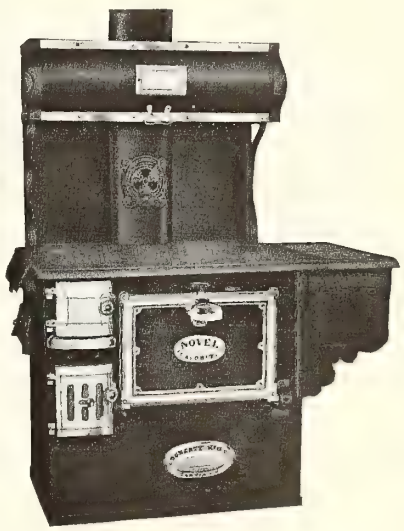
Dear Mr. Dealer:—

What shall it profit you to sell your usual number of ranges this season, if the margin you make about covers expenses? Many are doing it. Why? Because they think they must keep on buying lines they have always bought. Keep up-to-date, and handle the line that is up-to-date.

Doherty Stoves and Ranges are not cheap, but they are moderate. We offer you something extra: — Large Ovens, Big Flues, Well Proportioned Fire Boxes, Drawout Duplex Grates, and Heavy Blue Polished Steel. You can sell more of these at more profit than you ever experienced.

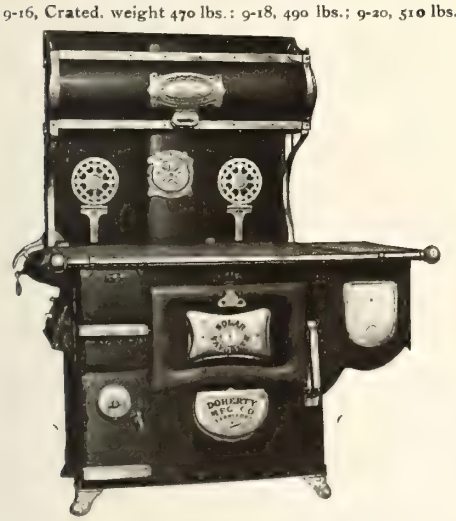
If your territory lacks a Doherty representative, it will pay you to order a sample and clinch the agency.

ARE YOU WITH US?



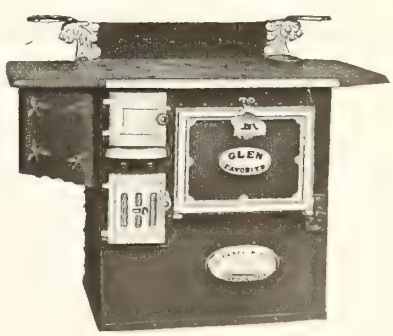
NOVEL FAVORITE

9-18, Crated, weight 300 lbs.



SOLAR FAVORITE

9-16, Crated, weight 470 lbs.; 9-18, 490 lbs.; 9-20, 510 lbs.



GLEN FAVORITE

9-16, Crated, weight 250 lbs.

The Doherty Mfg. Co., Limited - SARNIA, ONT.

MacKENZIE BROS., Western Agents, **WINNIPEG.**

Get Profit from Vacuum Cleaning

Also made to operate by electricity.

Stock up the REGINA VACUUM CLEANER



Regina Hand Power Vacuum Cleaners

The wonderful double-pump principle of the REGINA VACUUM CLEANER puts it in the class of the $175 to $200 machines, yet any hardware dealer's customers can afford to buy it. The REGINA CLEANER makes vacuum cleaning by a **real** machine possible in any home anywhere. It is a good source of profit for a hardware dealer. The price is low enough to make it easily saleable.

The REGINA pays for itself in a single season, because it makes the equally costly house-cleaning unnecessary in any home. This cleaner takes up dirt in and under a mat or carpet by its continuous, powerful double-pump suction. It is light, and may be carried upstairs in one hand, or easily moved around the house. A child can use it by moving the handle back and forth, it is so simple and easy.

Carry a small stock of these REGINA CLEANERS. You can sell everyone quickly, for it sells at sight to housewives. Write for our proposition and see how excellent a machine this is for selling.

Which PAGE Goods Do You Carry?

Page goods are just a little better and quality is just a little higher, yet the prices are standard. This kind of a line helps the hardware dealer make more sales and get a local reputation for quality. It is a good line to sell.

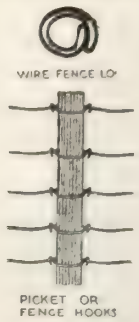
Page poultry netting and poultry fence, strong enough to turn stock, fence building specialties, such as staples, fence wire locks, coiled (elastic) fence wire, posthole diggers, anchors, gates, concrete reinforcing, etc., are each the best. In addition you may have 37 kinds of ready-built fence to select from,

Write us for the comprehensive Page catalogue of fences and material. Remember, "Page Fences Wear Best."

THE PAGE WIRE FENCE COMPANY, Limited

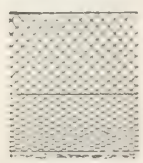
WALKERVILLE, ONT.

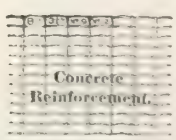
Branches: Toronto, King Street West and Atlantic Avenue.
Montreal: 505-517 Notre Dame Street West.
St. John: 37 Dock Street.




ACME WHITE LAWN FENCE

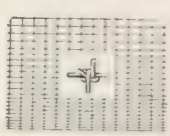

UNIVERSAL POST HOLE DIGGERS


ACME CHICKEN FENCING

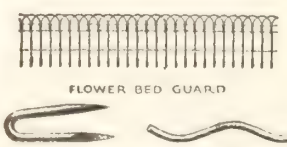


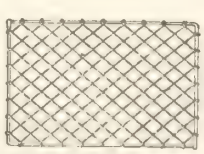
HIGH CARBON WIRE REINFORCEMENT


37 VARIETIES OF PAGE FENCE IN WEIGHTS AND MESH TO SUIT ALL NEEDS

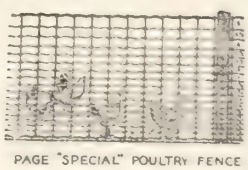

VICTOR POULTRY FENCE

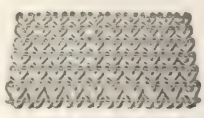
Some Worthy Examples of the Big PAGE Line.

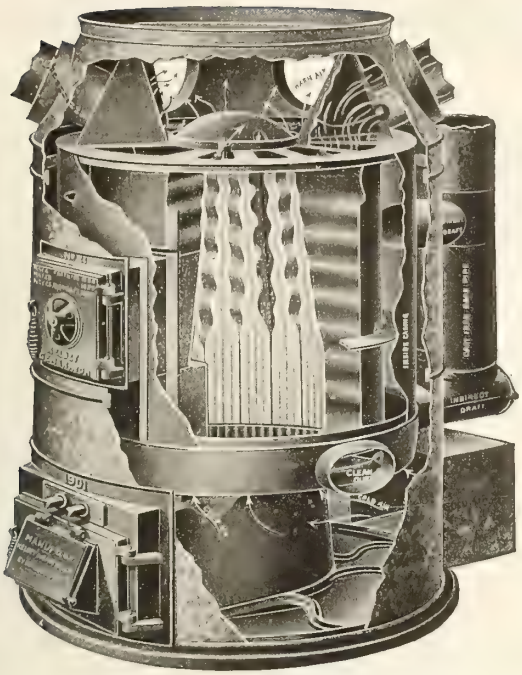



WINDOW GUARDS


PAGE IRON FENCING


PAGE "SPECIAL" POULTRY FENCE


STEEL FLEXIBLE MATS ANY SIZE OR SHAPE



THE KELSEY WARM AIR GENERATOR
THE HEATER THAT'S DIFFERENT

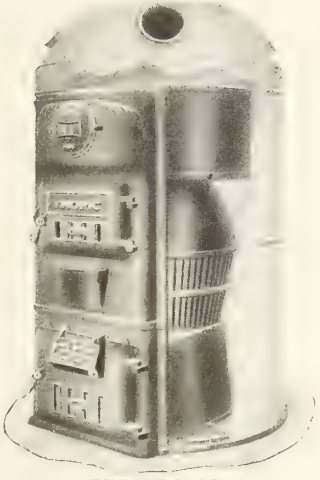
Our line of Warm Air Heating Goods including the

Kelsey Warm Air Generator

is Unequalled and Unapproachable.

Consider the Kelsey record—*3 sold in 1889, over 40,000 in use to-day.* With the exclusive Kelsey Agency a dealer does not have to enter into competition with the cheaper furnaces.

The TROPIC is our latest effort and is made in three sizes, viz. : 19 in., 21 in., and 24 in. It is well made and when introduced the sales have rapidly increased.



THE TROPIC

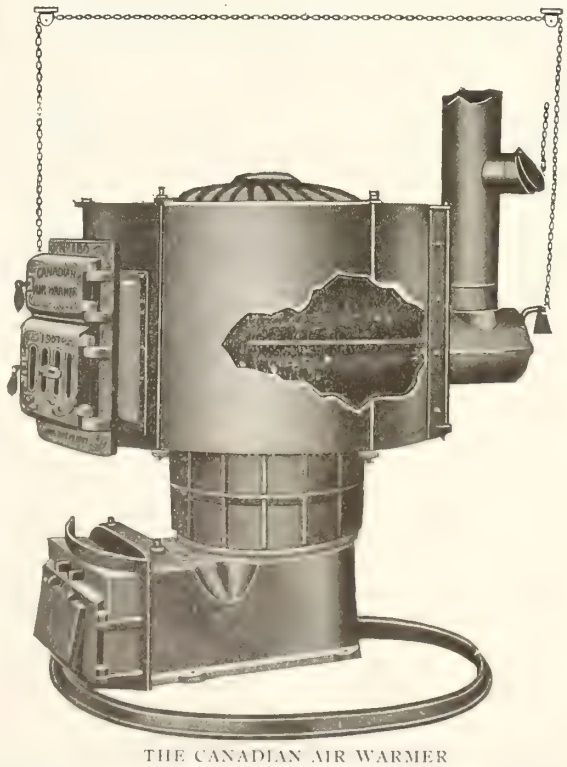
THE TROPIC RADIATOR is of good depth and so constructed that all parts of it are quickly heated after lighting the fire.

Although sold at a low price it is a durable and effective heater.

THE CANADIAN AIR WARMER

for hard, soft, Souris or lignite coal, coke or wood. A powerful, economical and durable heater. Note carefully the long down fire travel. *A few distinctive features are*—The straight fire pot, double reversible smoke flues, large double fuel doors, single back pipe, Souris grate for soft coal, triangular grates for hard coal. Full particulars and prices promptly furnished.

WE ALSO MANUFACTURE A COMPLETE LINE OF REGISTERS.



THE CANADIAN AIR WARMER

THE

Jas. Smart Mfg. Co.

LIMITED

Winnipeg, Man. TRADE G MARK **Brockville, Ont.**

A Profitable Way to Handle Paint Oils

Do You Know That Paint Oils Can Be Handled Without Waste?

The Bowser Paint Oil Systems

do away with measures, funnels, dirt and loss. They measure the oil, count the gallons pumped and show the amount to charge for it.

They put every cent of paint oil profit into your pocket.

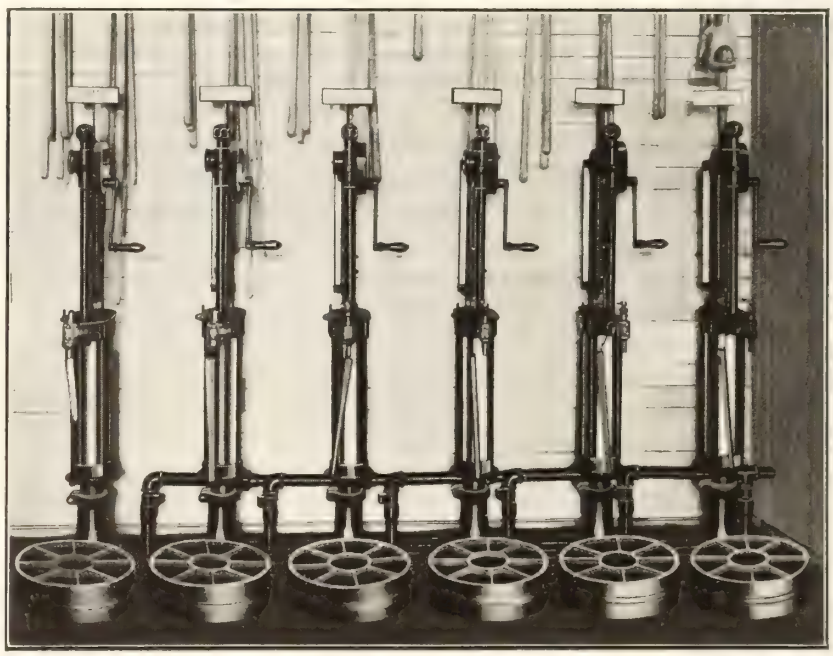
Think of the convenience of simply hanging the can on the nozzle to get one or ten gallons pumped directly into the can.

It's no work to handle paint oils with a Bowser. It's easy.

This is a photograph of an installation made for

J. H. Ashdown Hardware Co., Calgary

We will reproduce another installation in the next issue.



This System handles
Kerosene
Boiled Linseed
Raw Linseed
Turpentine
Machine No. 1
Machine No. 2
Profitably.

HOW MUCH WOULD IT IMPROVE YOUR TRADE TO INSTAL A SYSTEM LIKE THIS

Notice how neat and clean everything appears, and this is an actual photograph.

If you could invest some of your money so it would return 20 to 30% clear profit you would do it. That is what an investment in a Bowser pays— That's how we sell them—That's why this system was bought.

We want to show you how a Bowser will pay YOU—we will give you complete information without prejudice on our part or obligation on yours.

Ask for book No. 5N—It is full of pointers and free.

S. F. BOWSER & CO., LIMITED

66-68 FRASER AVE., TORONTO, ONT.

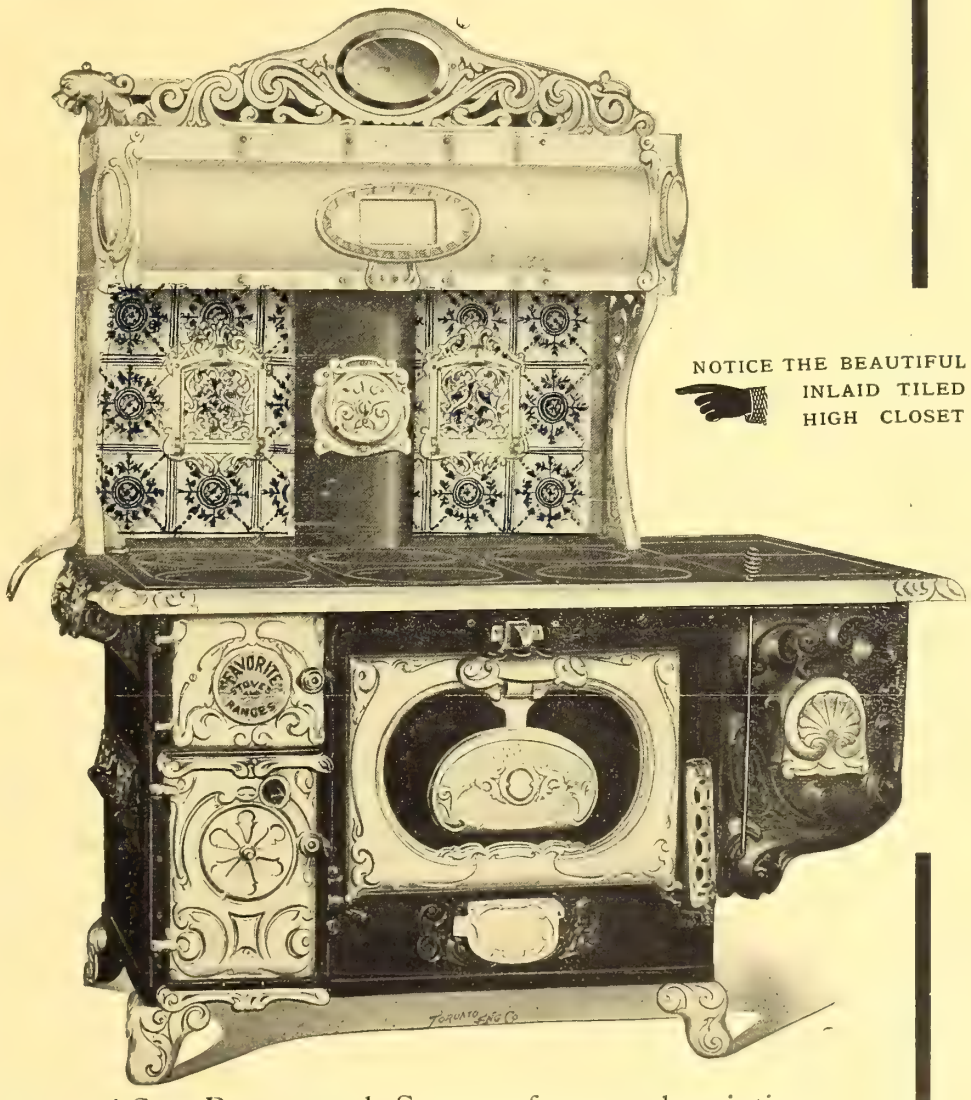
Prepare For a Big Fall Trade

The ground is full to overflowing and prospects are bright for a bumper crop. BE OPTIMISTIC. Measure up to your opportunities by putting in a stock of

FAVORITE STOVES and RANGES

They are a profitable and easy line to sell and one sold means the sure sale of a number of others in the same neigborhood, besides bringing a lot of other business to your store.

The Universal Favorite, as shown, is our leader and we build it the best we know how. The **Dealers** who buy them — the **People** who use them — our **Competitors** who see them — all admit that it is **Canada's Greatest Family Steel Range.** Keep a sample on your floor. It will prove the **Silent Salesman** of your stove business.



NOTICE THE BEAUTIFUL INLAID TILED HIGH CLOSET

We make a full line of Steel and Cast Ranges and Stoves of every description. Our new Catalogue will be ready for distribution about the first of August.

FINDLAY BROS. CO., LIMITED

Head Office and Works: CARLETON PLACE, ONT.
Branch House: 260 PRINCESS ST., WINNIPEG.

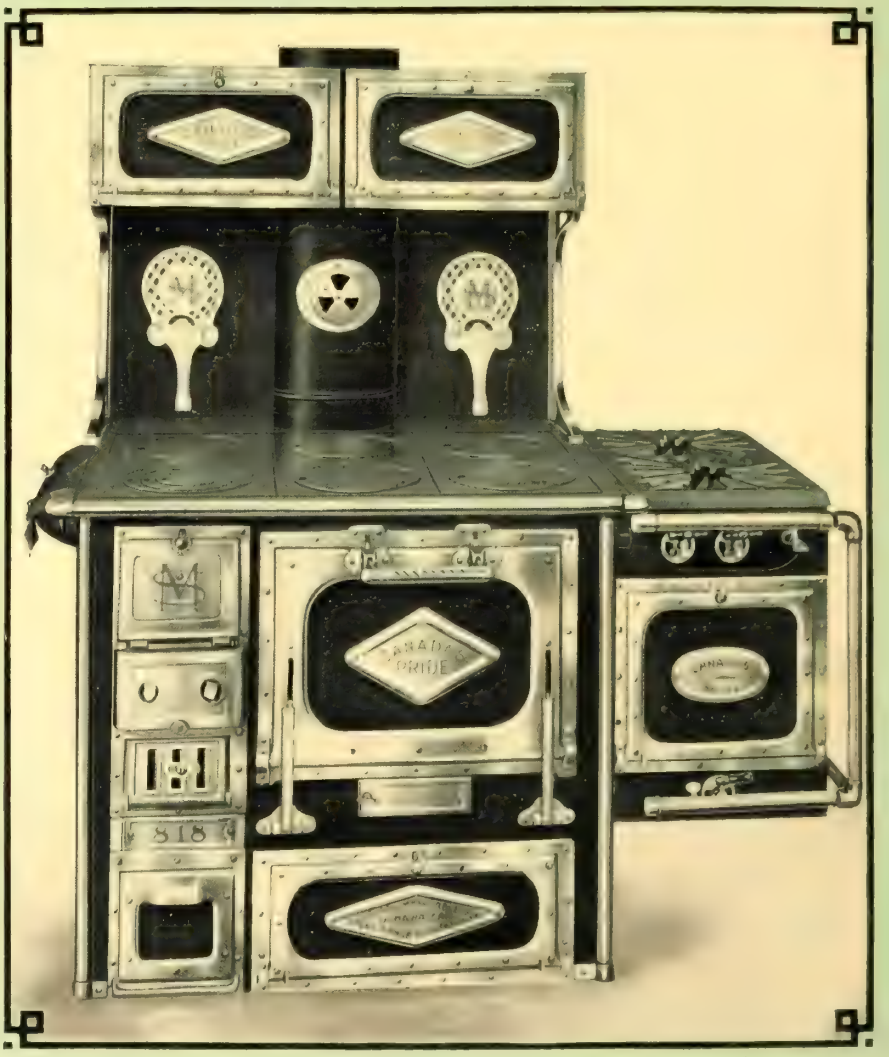
DISTRIBUTING AGENCIES:

H. H. DRYDEN, Sussex, N.B. — STEWART & CO., Toronto, Ont. — D. V. COPE & CO., Calgary, Alta. — REVILLON BROS., Ltd., Edmonton, Alta. — GEO. D. HORSMAN, Vancouver, B.C.

Your sales depend to a great extent upon
the quality of your illustrated literature.

GOOD ENGRAVINGS

help to make good selling publicity.



Get a house that makes a specialty of good

STOVE ILLUSTRATIONS

in black and white or colors, for any class of Printing.

LEGG BROS. ENGRAVING CO.

Designers, Engravers and Commercial Photographers

5 JORDAN STREET **Phones M. 957 and 958** **TORONTO**



WRIGHT'S

Genuine Original and Only Cold Blast

LANTERN



Large Rolled Tin Ring, stands erect, always ready to insert finger.

Dome, securely clinched to top of inside cylinder.

Ribbed Tubes, with lock seams. Perfectly smooth at elbows, and cannot be bent nor dinted.

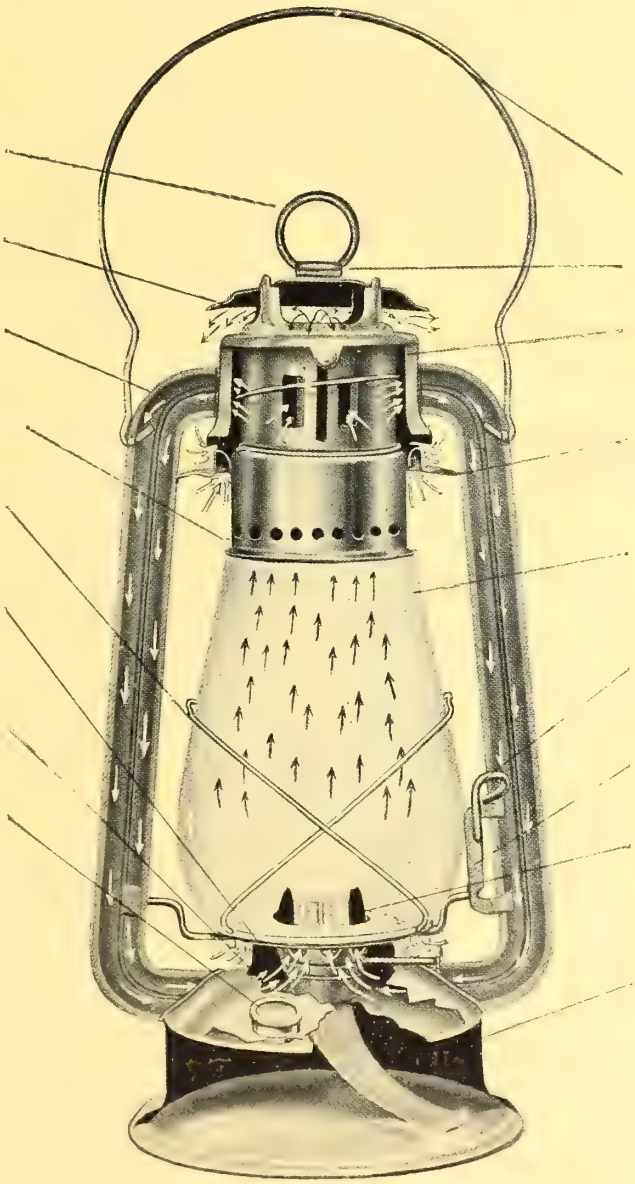
Inside Cylinder drawn and spun from a single piece of tin; not seamed nor soldered

Globe Guard grasps globe firmly, but allows for heat expansion.

Globe Disc, wired edge, and perforated to allow entrance of pure air to secure perfect combustion.

Air Chamber, large space for plentiful supply of air for admittance to burner.

Filler Opening, large, and covered by heavy steel cap with broad flange, easy to turn.



Heavy Bail Handles, with locking device to hold erect.

Heavy Clip, holding ring securely to dome.

Outside Cylinder, drawn from one piece of tin, reinforced on inside.

Top Disc, heavy rolled edge, fastened securely to tubes, bracing them together.

Rubber Crystal Globe, made of special grade of glass combining clearness and strength; top and bottom ground perfectly level.

Inside Globe Lift, locks securely and is out of the way.

Lift Lock, made of heavy guage steel, and clinched on inside of tubes; cannot loosen or break off.

Burner, drawn out of solid brass, and fitted snugly to font. Will not come loose when globe is raised. Wicked ready to light.

Font, drawn from one piece of heavy tin. Bottom spun on, not soldered. Top rounded to shed rain and melted snow. Tested by compressed air.





The Only Lantern Made in Canada Constructed on the Genuine Cold Blast Principle

E. T. WRIGHT & CO.

(H. G. Wright)

HAMILTON, - - CANADA

FOR SALE BY ALL JOBBERS

"NATIONAL" LINE
OF
BUILDERS' HARDWARE

Wrought Metal Door Trim



Design No. 55

WE are here illustrating in half size cut one of our new lines of house trimming in wrought metal. It is one of several which we are offering for the summer and fall trade and a sample will convince you of its selling qualities.

Made in front door and inside sets, sliding door sets, push plates, letter box plates, etc.

Steel Rim Locks

A POPULAR line is our Steel Rim Lock No. 3800. Insist on your jobber supplying this line. It has less parts than any other make and cannot go wrong. Both sides exactly alike. No rivets to mar the surface and is spaced to take all standard escutcheons and knobs.

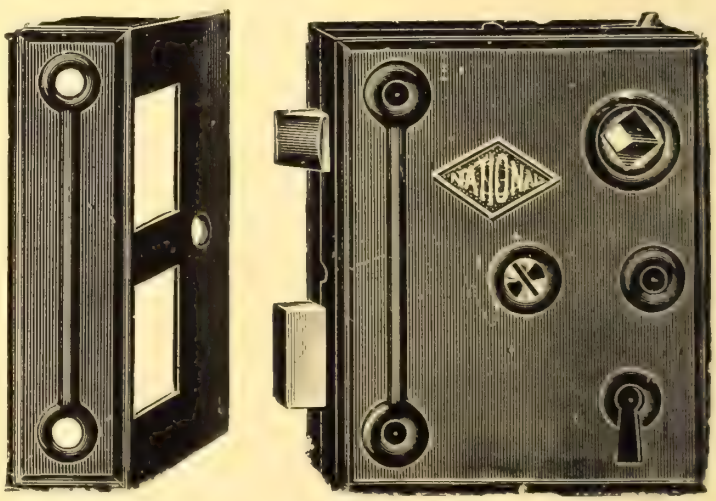
This is a splendid line made up in rim sets, complete with knobs and escutcheon, one set in a box. Try it.

The National line is fully guaranteed against imperfect material and workmanship and has proved a satisfactory as well as profitable line to handle.

We distribute through all the leading jobbing houses.

Insist on the **National Brand of Hardware.**

MADE IN CANADA.



No. 3800

NATIONAL HARDWARE COMPANY, LIMITED

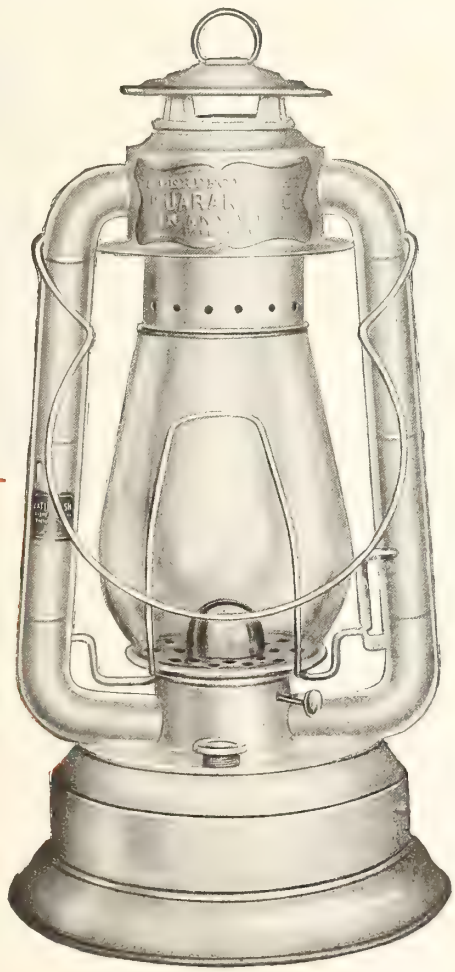
ORILLIA, - - - ONT.

BEACON COLD BLAST LANTERNS

No. 200 Jumbo Pattern

Can be filled, lighted, regulated and extinguished without removing the globe. The simple lever or crank on the side tube raises the globe to light, and locks the globe down to the burner. Fount holds sufficient oil to burn 48 hours.

New Extinguishing Device



New Inside Lift

SUPPLIED IN

Bright Tin Only

Packed in cases of one dozen each.

FITTED WITH

No. 2 Burner
One Inch Wick
No. 2 Globe

PRICE LIST AND DISCOUNT SHEET FURNISHED ON APPLICATION

The Sheet Metal Products Co.

OF CANADA SUCCESSORS TO LIMITED

Kemp Manufacturing Company

Montreal Toronto Winnipeg

Specialty Manufacturing Co.

Manufacturers of

Oak Stoves

Grimsby - - Canada

SPECIAL OAK



We make a specialty of this one stove in the three popular sizes, numbers 12, 14 and 16, all of which are true to numbers in measurement.
We are in a position to give you the lowest price Oak Stove in Canada, weight and finish being considered.

Write us for prices and full description

SPECIALTY MANUFACTURING CO.
Grimsby, Ontario, Canada

PEASE
FURNACES

Manufacturers of

Warm Air Furnaces

Combination Heaters

Round and Sectional Boilers for Hot Water and Steam

Registers

Radiators

Ventilating Systems, etc.



We are in a position to quote prices and make prompt shipments of all materials required in the installation of Warm Air, Hot Water and Steam Heating Systems.

Economy Furnace -300 Series B. Cased, with Vertical Shaker.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a TRIBUTE TO HONEST ENDEAVOR.

Pease Furnaces are constructed from only the best materials.

You make a friend of your customer every time you install a Pease Furnace or Heating System.

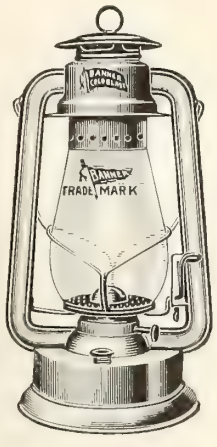
Let our Expert Engineering Department assist you when you have a heating or ventilating problem to solve.

Have you received a copy of our new illustrated catalogue and price list (No. 75) of our furnaces and boilers? If not, write to-day for one.

PEASE FOUNDRY COMPANY LIMITED

TORONTO WINNIPEG 75

Western representatives, Pease-Waldon Co., Ltd., Winnipeg



"BANNER" 1911

BANNER TRADE MARK

Burns 15 hours longer than any other!
Welcomes hard usage!

AND

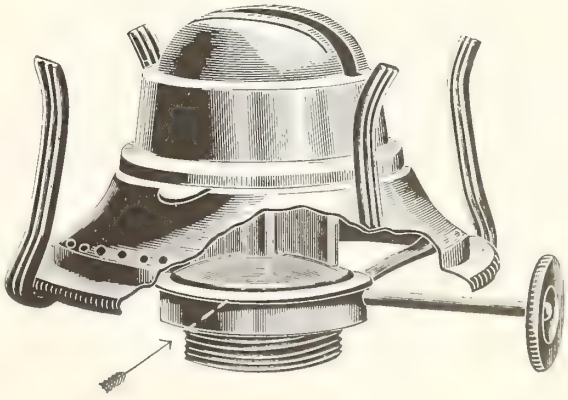
We Help You Sell Them!

Costs no more than inferior Lanterns, but pleases the customers better!

Just compare the "Banner" C. B. Lanterns with any other.

Buy Banner Burners
Big Business Bringers!

These burners being made of extra heavy metal, are highly appreciated by the public; whilst the Burner Base, being covered, reduces danger from fire.



FOR SALE BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

HAMILTON, - ONTARIO

Here's a Cracker-jack

of a Heater

The "Good Cheer" Hard Service



There has always been a continual demand for a powerful heater of ample proportions and presentable appearance. One that will stand the racket of severe usage without the constant annoyance of repairing and cutting of bolts in the replacing of burnt out fire pots and grates, etc.

Here's where we again arrive with the goods

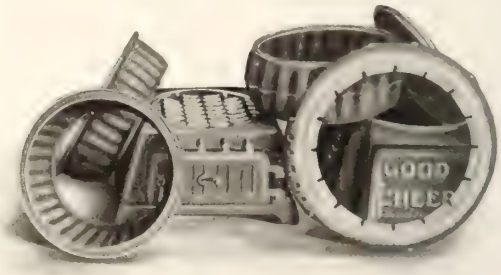
and offer you the "Good Cheer" Hard Service in two sizes, 17 and 20 inch firepots.

No need of four men and a boy to move it or set it up; it pyramids in cup-jointed sections, each section separate from the other.

Heavy sectional firepot, roller grates, high ash pit and big ashpan, large feed door and gas burning ring, imperative in the use of soft coals.

Radiates heat low down and is just the heater for stores, hotel billiard, bar or sitting rooms, small churches, school and waiting rooms.

You will need some of these this fall—speak now.



Ontario

THE JAMES STEWART MFG

Western Warehouse: 156 Lombar

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co., Vancouver, I

See our display at the DOMINION EXHIBITI

Did YOU Question

the humidity feature as embodied in

The "Good Cheer" Circle Waterpan?

Others did—lots of them. They smiled and looked wise, pooh poohed it and turned it down.

But note the situation NOW!

Sanitary Science and the Medical profession endorse humidity provision.

City and state authorities specify it in their building codes.

"Good Cheer" Circle Waterpan Furnace users, to a man are **the** advocates of humidity, and they know its benefits by actual experience.

And as to competitors, well,

They Follow in Our Train

and you are now offered larger pans, double pans, pans and troughs of various shapes and sizes—anything to warrant humidity claims.

BUT

We present a construction which in shape, capacity, location and mechanical features, affords the logical and scientific solution of effective humidity distribution—

The "GOOD CHEER" Circle Waterpan
(Patented Canada and U.S.A.)

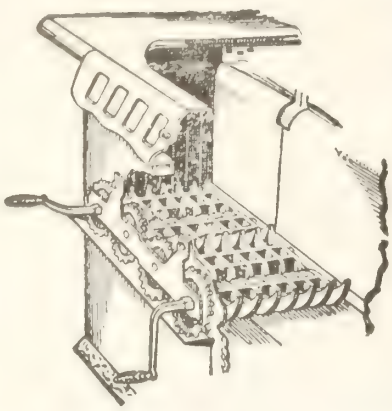


CO., LIMITED, WOODSTOCK, ONT.

Street Winnipeg, Manitoba

Wood Vallance Hardware Co., Nelson, B.C. **Ross Bros., Limited, Edmonton, Alta.**

REGINA, SASK., August 1st to 12th, 1911.



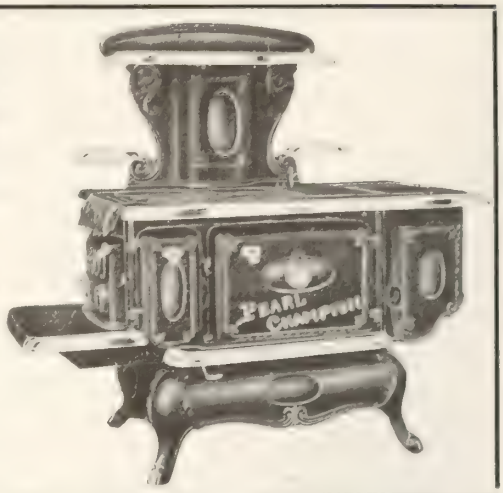
The Champion Grate

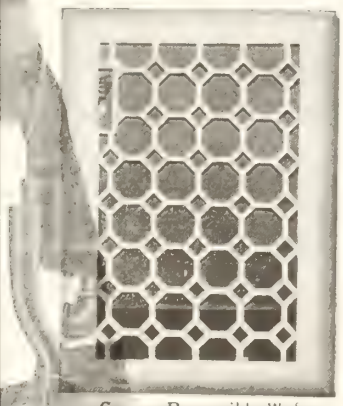
A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.
Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.




Convex Reversible Water

All Known Sizes **REGISTERS** Shapes and Finishes

UNRIVALED SELECTION

CAST IRON	SEMI-STEEL	WROUGHT STEEL
Floor and Wall Registers		Floor and Wall Registers
Faces		Faces
Borders	Floor and Wall Registers	Borders
Baseboard Registers	Convex Reversible Wafers	Reversible Wafers
Original Design Goods		Baseboard Registers

EXTRA HEAVY DISCOUNTS

Canadian Ferrosteel Company, Ltd., Bridgeburg, Ont.

The Best Furnace For Western Canada

Is the one having the largest radiation service, thus ensuring the greatest possible heat with the minimum of coal consumption. These qualities are found in the

Canadian Howard Double Radiator Furnace

Built low down on the down draft principle every ounce of value is consumed of the fuel used.

Two radiators encircle the furnace giving a fire travel of from 20 to 40 feet, according to size used, from dome to smoke exit.

The deep fire pot has a jacket cast on the outside of the fire pot, supplying hot water for the range boiler or radiator piping, when this is wanted or a plain pot if water connection is not wanted. The cut shows how convenient it is to make the connections.

Send for a copy of our new catalogue.

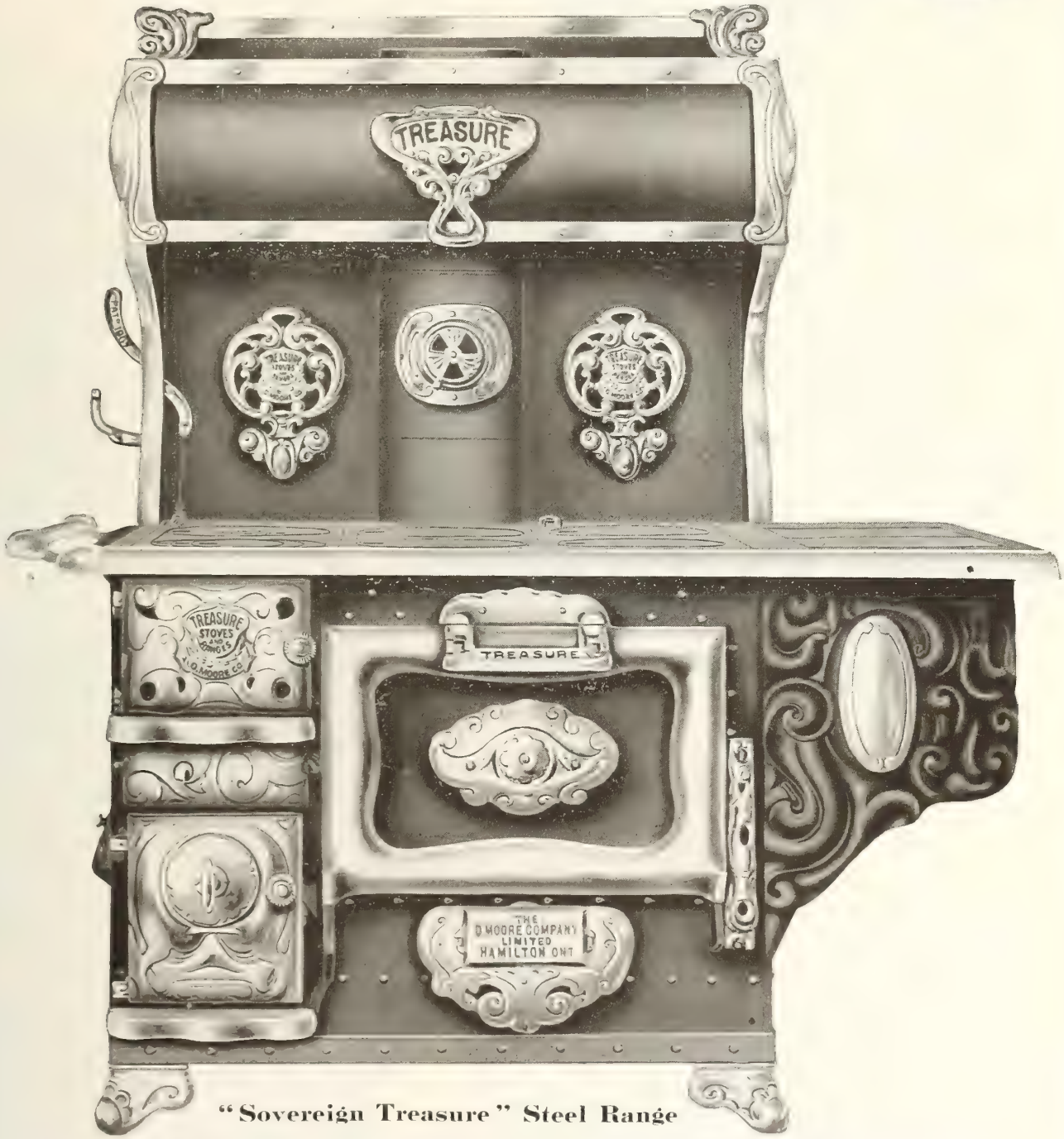


THE C. Norsworthy Co., Limited
ST. THOMAS - - ONT.

TO STOVE DEALERS:

If you are experiencing any trouble with your Steel Range Trade put in a line of Sovereign Treasures. They are the best working Range on the market. No trouble to operate them.

ALWAYS GIVE SATISFACTION



"Sovereign Treasure" Steel Range

Six Holes. Right or left hand reservoir. Hard coal, soft coal or wood. On legs or base.

TREASURE STEEL RANGES MADE IN ALL GRADES TO MEET ALL REQUIREMENTS

Manufactured by

The D. Moore Company, Limited

Hamilton, - Canada

WESTERN AGENTS:

MERRICK ANDERSON CO., WINNIPEG, MAN. JOHN BURNS, VANCOUVER, B.C.

WRITE FOR PARTICULARS



The "Sask-Alta" Range

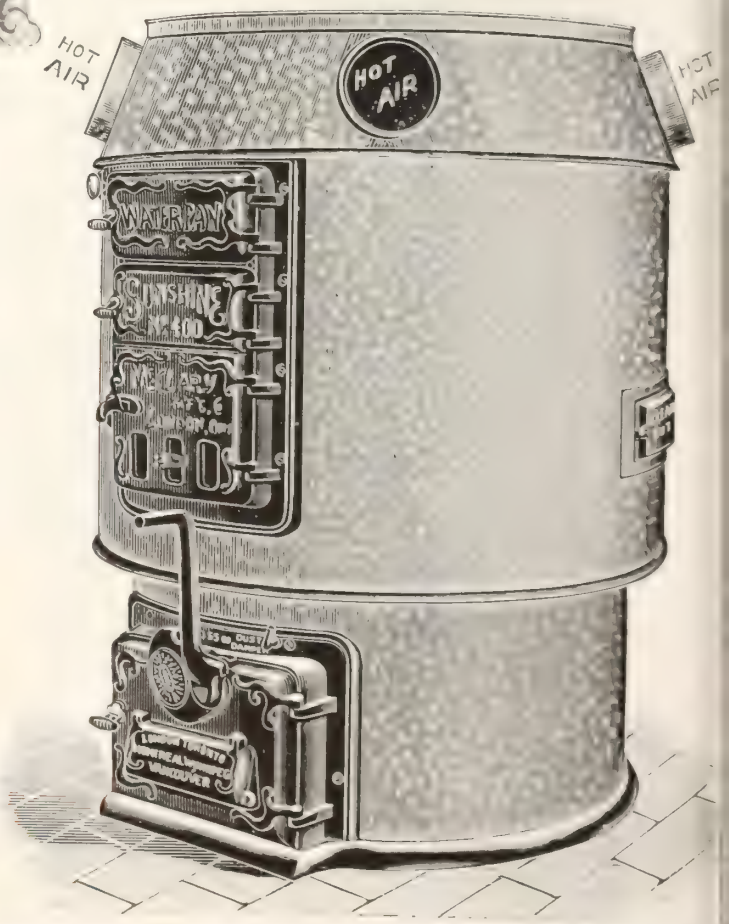
IS

The Range for the West

You are undoubtedly familiar with its many features. We have just introduced a new one —the enamelled tile back shown in illustration, which increases the value of the range.

The Sask-Alta is a range of feature. It constitutes expert workmanship and quality.

Write for circular on the Enamelled Tile Back.



The "Sunshine" Furnace

is the embodiment of scientific knowledge. The air circulation is just right. The fire pot is so constructed that correct combustion is secured, the gas damper prevents accidents, etc. The features of the "Sunshine" are innumerable. 'Tis these exclusive features that make the "Sunshine" the furnace it is —unequaled on the Canadian market.

McClary's

LONDON TORONTO MONTREAL
WINNIPEG VANCOUVER ST. JOHN
HAMILTON CALGARY SASKATOON



Famous "Base-Burner"

No. 300 Series

The No. 300 Series is a line that has made, and is making, for itself a name wherever Baseburners are known.

As to the usefulness, we would draw attention to the fact, that care has been taken to make the No. 300 Series conform to the designs demanded by scientific stove construction, thus ensuring large flue capacity with commensurate radiating surface. It has the Famous Combination Shaking and Duplex Grate, the Semi-Steel Fire Pot, easily removed through the large front doors, Large Ash Pan and Coal Magizine. Also, a double heater and the warm air can be conducted to another room.

Circulars on Application

Camp "Comfort"

A Box Stove for Camps, etc.

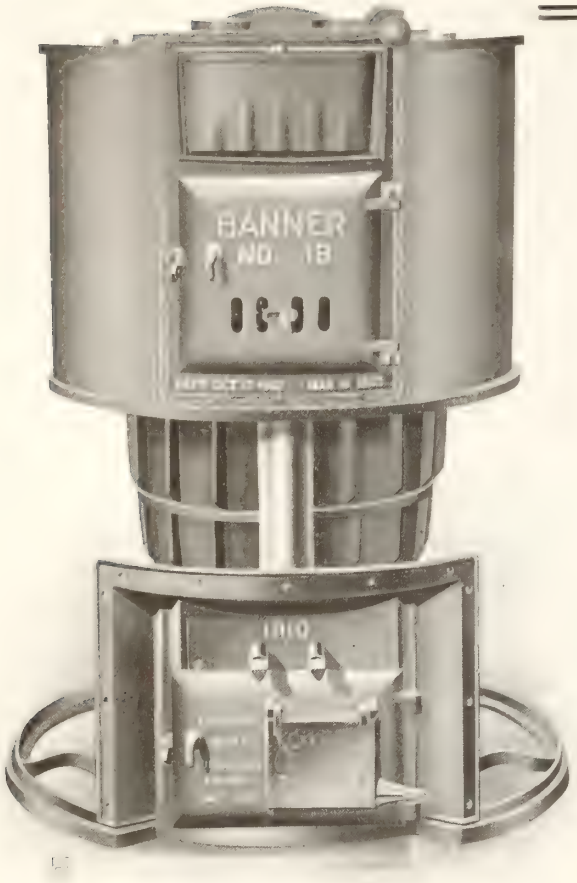
This stove is admirably adapted to campers' and lumbermen's needs.
It has heavy steel plate body, cast front and stamped steel back-end.



Do you stock this stove

McClary's

LONDON TORONTO MONTREAL
WINNIPEG VANCOUVER ST. JOHN
HAMILTON CALGARY SASKATOON



DOWN DRAFT FURNACES

Made in five sizes

BANNER FURNACES

Made in five sizes

ACTIVE FURNACES

Made in two sizes

We offer a line of three distinct styles of furnaces in twelve sizes, with heating capacities ranging from 7,000 to 60,000 cubic feet.

SPECIAL FEATURES

Two Piece Fire Pot
Cast Iron Dome
Triangular Grate Bars
Large Ash Pit
Automatic Gas Damper
Large Water Pan

WRITE FOR CATALOGUE

The Down Draft Furnace Co., Ltd.

GALT, - - ONT.

MADE IN CANADA



STERNE'S STOVE PUTTY

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

ASBESTOS FURNACE CEMENT

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non - Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

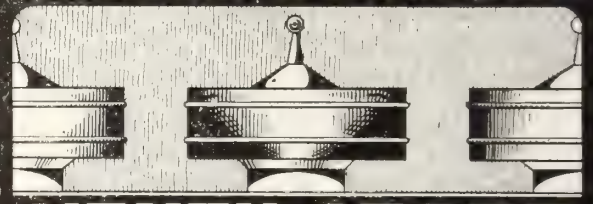
Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples.

G. F. STERNE & SONS

BRANTFORD, - - - ONTARIO

ACORN EXHAUST



VENTILATORS

Mr. Dealer---Get Out After The Ventilator Trade

Look around and see just where Ventilators could be used advantageously in your town. Get the agency for Acorn Exhaust Ventilators, and you'll be surprised at the results.

With fresh, pure air in the factory, employees will be able to do better work and more of it. The Acorn Exhaust Ventilator will take care of that. Then, too, pure air is more easily heated than foul air,

Highly recommended by builders and contractors, Acorn Exhaust Ventilators are newest and best. For factories, churches, etc., they are unequalled.

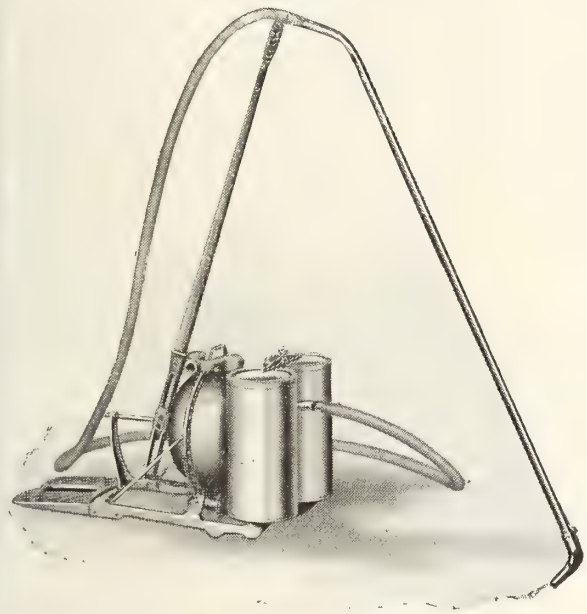
Give this suggestion a trial, and if you decide to do so, just write us and we will furnish you with full details.

THE METAL SHINGLE & SIDING Co. LTD. PRESTON ONT.

FACTORY ALSO AT MONTREAL, QUE.

"Onward" Automatic Hand Power Vacuum Cleaner

THE MACHINE WITH THE "DOUBLE TANK"



"Blows" as well as "Sucks"

It is utterly out of reason to attempt to measure this machine by any other hand power on earth because it is different in every essential and is infinitely superior in every particular.

MOST DURABLE, because it is built entirely of malleable iron and steel (others use tin and wood).

AIR DISPLACEMENT, the greatest; because the pump is one-third larger than any other, giving it a much more powerful suction and a strong blow (other hand machines have no blower).

EASIEST TO EMPTY, because our exclusive **double tank** device for separating the dust from the air catches 95 per cent. of the dust in the bottom of the tank without screens, baffles or water. Only 5 per cent. is screened and that on the outside of one canvas-covered cylinder (others screen 100 per cent. of the dust in complicated screens, bags, etc).

EASIEST TO PUMP, because the screening device mentioned above offers but 5 per cent. resistance to the pump (others 100 per cent.)

EASIEST TO CARRY, because it is light, compact and perfectly balanced.

EASIEST TO USE, because slip joints are used on all connections, making them instantly detachable and interchangeable.

This machine will last an ordinary lifetime.

THE AUTOMATIC "HAND POWER" CLEANER may be operated by one or two persons.

Send Your Orders Early for Fall Trade

Retail Price $25.00

"Onward" Automatic Triumph Electric Vacuum Cleaner

The Lightest and most Powerful Vacuum Cleaner made

EVERY single desirable element in an Electric Vacuum Cleaner is found in this machine—lightness, power, beauty and noiselessness. In offering to the public an Electric Cleaner embodying all of these most desired and sought for features this company has practically eliminated every chance of competition.

It carries a positive rotary pump insuring an even suction. This pump is the most powerful ever put in a Vacuum Cleaner at anywhere near this price, which means that the air displacement, and therefore the suction is much greater.

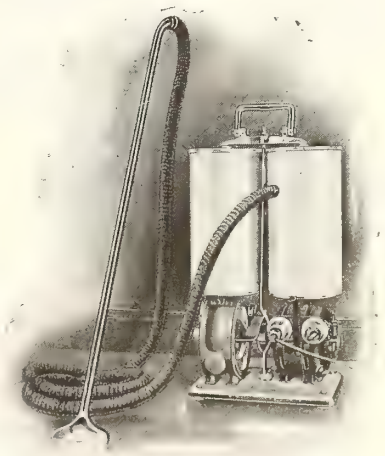
It is operated with an one-eighth horse power motor, which is safely attached to your regular light wire, making it comply absolutely with the insurance regulations.

The Automatic Triumph is about twenty pounds lighter in weight than its nearest competitor, it is the only one that can be carried about the house by a woman.

There are no parts about the Triumph that are not instantly accessible, and that without wrenches or screw drivers—just your hands.

The dirt is caught in two metal separating tanks, so no dust can reach and destroy the motor as it will do where bags are used.

Easiest to Use, because slip joints are used on all connections, making them instantly detachable and interchangeable.



Weight only 35 lbs.

Retail Price $110.00

(Complete with full set of Tools)

GUARANTEE

"Automatic" Vacuum Cleaners are guaranteed for a year against defective material and workmanship. They will last a life-time with reasonable care.

Write for our free Circular and liberal discounts.

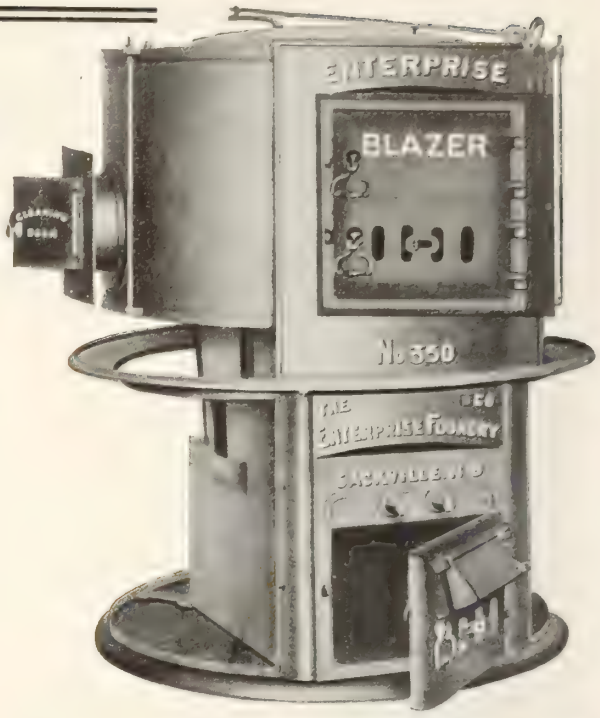
MANUFACTURED BY

Onward Manufacturing Co., Berlin, Canada

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada

THE

"ENTERPRISE BLAZER" HOT AIR FURNACE



A furnace that will give more heat with less care and fuel than any other we know of.

Used in every Canadian Province

If you are a furnace dealer, and have not yet investigated the Blazer, it will pay you to do so.

The Triangular Revolving Grate, used in the **"BLAZER"** has been well tested for a number of years, and is conceded to be the best and most practical made.



PATENT FIRE POT

The Patent Fire Pot exclusive to the **"BLAZER"** is of unique construction and great weight. Note these figures :

No. 250	Fire Pot weighs	135	lbs.
" 350	" "	175	"
" 450	" "	250	"
" 540	"	350	"

This is one of the vital points where GREAT HEAT RESISTING POWER is required. The pot is made in two sections, each ribbed to add to its strength.

The "BLAZER" also has large and heavy radiator, deep ash pit, large feed doors, direct draft damper, and excellent clean-out doors in radiator.

We also manufacture a full line of

Enterprise Monarch, Majestic and Prince Steel Ranges
Cast Coal and Wood Ranges **Oak and Hot Blast Stoves**
Hotel Ranges **Camp Steel Ranges and Laundry Stoves**

New Line of Fireplace Fixtures

Including ANDIRONS, OPEN GRATES and BASKET GRATES

THE ENTERPRISE FOUNDRY CO., SACKVILLE, N.B.

Distributors in Western Canada :

FRED. J. C. COX & CO., Winnipeg, Calgary, Edmonton.
THE ENTERPRISE HARDWARE CO., Saskatoon, Sask.
W. T. McARTHUR & CO., Vancouver, B.C.

Jewel Stoves and Ranges



STYLE R.F.

Royal Jewel Steel Range

The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality.

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves,** including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

JEWEL TRADE MARK

THE BURROW, STEWART & MILNE CO., LIMITED

Head Office and Factory at HAMILTON

Offices also at MONTREAL, TORONTO and WINNIPEG

Western customers please write for information and send orders to our Winnipeg Branch, No. 130 James Avenue.

Satisfied Customers Mean Future Profits

Hardwaremen who do plumbing work cannot afford to use cheap supplies. Complaints from customers are not only annoying but they cost money in lost business.

MORRISON'S

BRASS GOODS AND PLUMBING SUPPLIES

are known throughout Canada as the best expert workmen can make with the highest grade of materials.

The trade mark "J. M. T." on a valve is a guarantee that your customer will be satisfied and your profits assured.

In W. C. outfits you will find these lines to be thoroughly satisfactory

"QUALITY," Closet Combinations.
"Elgin" Washdown, "Simplex" Syphon Jet,
"Astoria" Square Back Syphon Jet.

All our low-down outfits are furnished with our Patent Combination Ball Cock with Shut-off Cock. This is the simplest and most efficient on the market, with full weight copper lining.

THE
James Morrison Brass Mfg. Co., Limited
93-97 Adelaide St., West,
TORONTO - - ONTARIO



ASTORIA



Our New Cast Range

For City and Town Trade

We want you to investigate the merits of

THE FAIRY DIAMOND

Made in 16 and 18 inch ovens

This is an **up-to-date range,** with drop oven and spring controlled door, neatly nickelled. Looks right and works right.

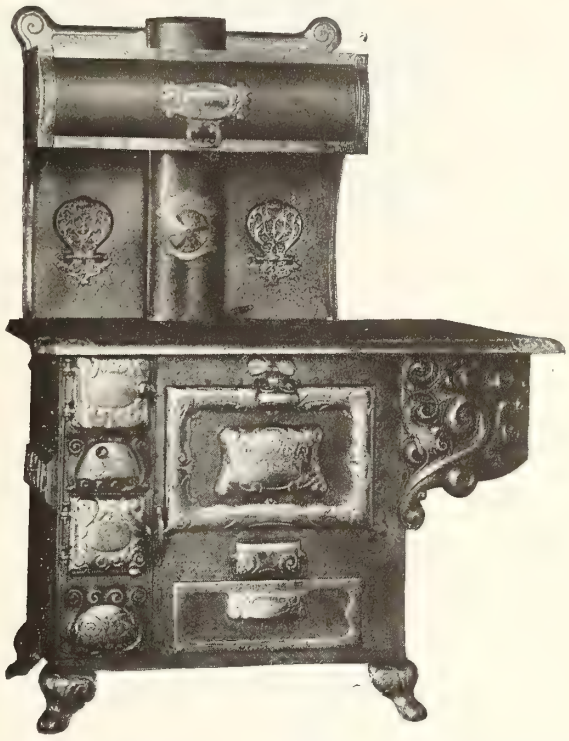
It sells at a medium price and is a great trade catcher.

Give us a trial order.

Butterworth Foundry Limited

OTTAWA, ONTARIO

Copp's Stoves and Ranges



COPP'S SILVER QUEEN—Greatly Improved for 1911

IT WILL PAY YOU TO INVESTIGATE

COPP'S

Silver King

Ready 1 August.
18 in. and 20 in. ovens.
High class

Silver Queen

Now Ready
16 in. and 18 in. ovens
Fine Value.

Silver Prince

Ready in 16 in. and 18 in. 14 in. ready in August.
Great Seller.

ALL ENTIRELY NEW OR IMPROVED FOR 1911.

"THE WESTERN STOVE MAKERS"

W. J. COPP SON & CO.

FORT WILLIAM, WINNIPEG. VANCOUVER.

OUR NEW REGISTER



Made in 8 x 10 and 9 x 12 sizes.

The "Empire" Special

A neat, attractive design, especially adapted where a large opening is required.

IS A GREAT SELLER

NEW EMPIRE KING FURNACE

Sure Results and Pleased Customers

Best Value on the Canadian Market

SPECIAL FEATURES

Large Double Feed Door.

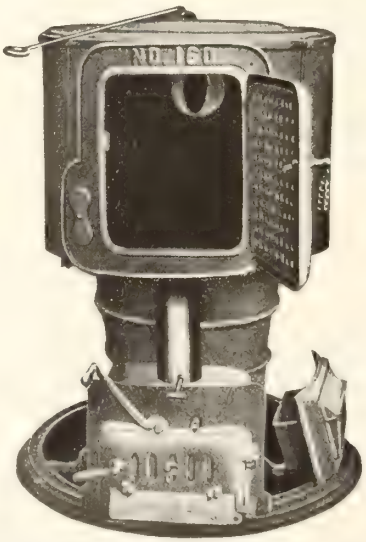
Sectional Fire Pot.

Large Steel Radiator.

Triangular Grate Bars.
(Each pair operated separately.)

Large Waterpan.

Cast Iron Shields to protect the Steel at front of Radiator.



SELLING POINTS

Efficiency.

Durability.

Economy.

Favorite for Western Trade.

Burns Hard Coal, Soft Coal, Coke, Peat or Wood with splendid success.

Moderate in price.

No. 160. Capacity 8,000 to 12,000 cubic feet. Specially adapted to medium sized houses.

Canadian Heating & Ventilating Co. Limited

Owen Sound - Ontario

CHRISTIE BROS. CO.
Cor. Park and Henry Sts., Winnipeg.

Western Agents:

M. C. DREW & SON
Vancouver, B.C.



Whiffs Worth Watching

BETWEEN SEASONS.

By the time this edition of the Smoke Pipe reaches you, the reign of paints and lawn mowers will be about over, and people will be talking about the things they are going to do this fall. The town people will be telling you about the old heater that won't last another winter, and the man from the country will be asking you to share his troubles with the old cook stove that should never be moved back into the winter kitchen again.

Are you in shape, Mr. Dealer, to get there first? Are your stove samples "trimmed and shining brightly"? Is your sample order in for **GURNEY OXFORD RANGES?** The man who has first innings usually lands the order, other things being equal, and is almost sure of it if he is the **GURNEY OXFORD** man. But you must have the goods to show.

And when you are thinking about stoves, remember that the greatest publicity campaign ever undertaken by a stove concern in this country is just starting in to tell people about the **GURNEY OXFORD** line, and that's half the battle.

Then, we stand behind the goods. We know just how much fuel, for instance, the Economizer will save. Do you? We'll demonstrate it to you if you say so. It is already revolutionizing the range business. Have you seen it working yet? Do you realy know that it enables you to hold a baking heat in an ordinary range for eleven hours with one fire. No wonder every one is talking about it. And this is only one **GURNEY OXFORD** feature.

Have you seen the 1911 **GURNEY OXFORD** campaign book?

Drop a card to-night for full details of the plan we have for increasing your stove business.

* * *

Work and you may win—if you don't win you will have to work anyway.

* * *

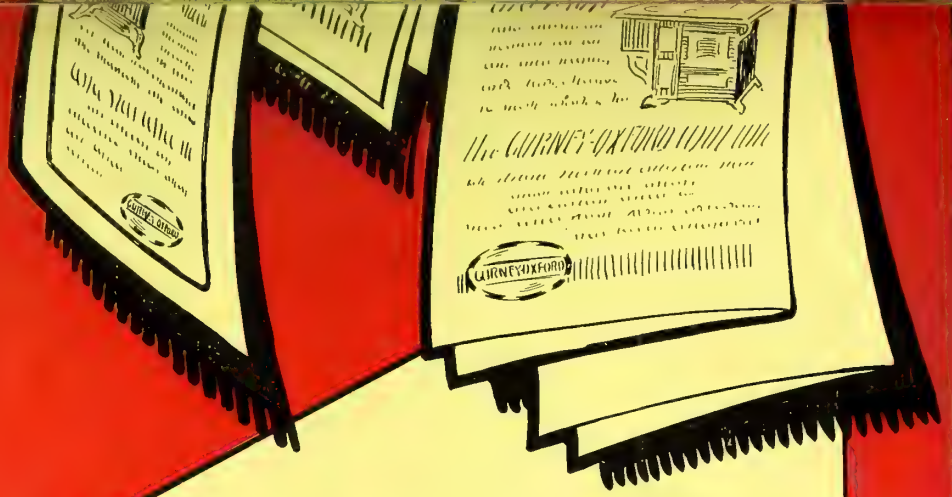
Among those who "never come back" are the ones who stop advertising.

* * *

The longer you put off doing a thing the bigger and harder it looks.

Sight Drafts
Sight Drafts
Sight Drafts





This is just the cover of our "Dealers' Folder" which tells of our large advertising campaign for this fall, and what it will mean to you, Mr. Dealer. Write for it. It illustrates the window dress that, when put in your window will bring you business, It tells for the catalogue of stoves and range, that we will print for you, with your name, and, if you desire, your picture of the cover. A card will bring it. Write now "lest you should forget."

GURNEY-OXFORD

THE SMOKE PIPE

Get this into your Stove Talk, Mr. Dealer!

It means Business for you.



THE GURNEY-OXFORD ECONOMIZER

GURNEY OXFORD "Economizer" will save 20 per cent. of the fuel and will make it possible for the housekeeper to have the fire under perfect control; from a quick baking heat to a slow fire by simply moving the handle of the "Economizer" on the dial. This is a fact which will sell stoves better than anything else you can talk. Figure, too, how interested the good housekeeper will be when you point out that this same device will ventilate her kitchen, will draw the smells of the cooking up the chimney instead of sending them through the house. If you are interested, Mr. Dealer, ask us more about this. We will show you that these statements are facts, and you as a good business man will realize that these facts will turn **lookers** into **buyers.** Remember, too, that this "Economizer" is backed by national advertising. People will come to your store asking about it. Better get our new book covering our wholesale proposition from our nearest office.

THE GURNEY FOUNDRY COMPANY, LIMITED

TORONTO

MONTREAL HAMILTON WINNIPEG CALGARY VANCOUVER

THE PARAGON PENINSULAR

The latest addition to our line of Steel Ranges.

Brand New Medium Priced Made in Three Sizes



Body of best Polished Steel, carefully rivetted and with Asbestos Lining.

High Closet of best Polished Steel with all cast iron parts nickeled. Can be **furnished with tilted back if desired.**

Contact Reservoir is not a loose contact, but is always held tight by the bolts, thus giving a perfect contact and a guarantee that the water will always be hot.

Square Oven, securely braced to prevent warping. **Aluminized back,** making it a **daylight oven.** One inch air space in oven door to prevent loss of heat.

Oval Fire Box, no corners to hold ashes. Duplex grates are reversed for burning wood, giving room for a 24 inch stick.

Large Flues, designed to make it a free working range and easily accessible for cleaning. **Especially advantageous when using soft coal.**

Back Flue of cast iron which cannot rust or burn out.

Top in four sections with heavy covers and centres. The 20 inch and 18 inch styles have six covers and the 16 inch has four nine inch covers. Each Range has one sectional cover.

Every up-to-date dealer in Canada should have a sample on his floor.

Our new catalogue just out. Send for a copy.

CLARE BROS. & CO., Limited

PRESTON, ONTARIO

Distributors in Western Canada:

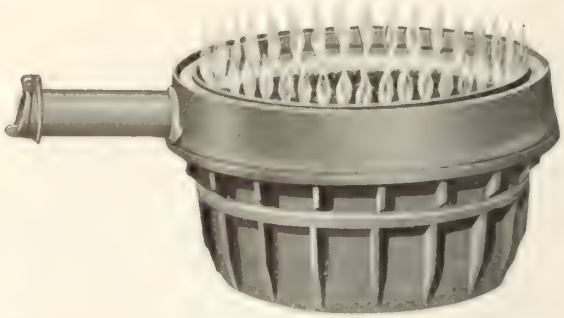
Clare & Brockest Limited, Winnipeg
J. M. Kains & Co., Vancouver
Reynolds & Jackson, Calgary
Race, Hunt & Giddy, Edmonton

SOMETHING ENTIRELY NEW

Soft Coal Burning Fire Pot

Can be fitted into our

HECLA Line of Furnaces
SUCCESS Line of Furnaces
STANDARD Line of Furnaces



For use in districts where soft coal is the prevailing fuel. This is a sectional pot, the upper section built to form an annular air space communicating with combustion chamber by means of openings through which the highly heated air enters in jets, consuming the gases and to a great extent also the smoke. These openings are formed in such a way that ashes will not penetrate through them into the air space nor will they clog.

A HEAVY, POWERFUL, DURABLE POT

The Standard

our latest achievement in furnace construction

Especially Arranged for Burning Soft Coal



Fitted with heavy triangular grate bars.

Flanged sectional firepots ensuring durabitity.

Heavy corrugated dome with large fire door opening and handy arrangement for insertion of pipe coil.

Double Flue Radiator, with large flues easily cleaned through front and rear clean-outs, the latter independent of smoke pipe.

Full front with new device for easily attaching galvanized casing.

When Fitted with Our Regular Firepot, the Standard will give equally good results with Hard Coal.

MANUFACTURED BY

CLARE BROS. & CO., Limited

PRESTON - - ONTARIO

Distributors in Western Canada:

Clare & Brockest Limited, Winnipeg
Race, Hunt & Giddy, Edmonton
Reynolds & Jackson, Calgary
J. M. Kains & Co., Vancouver

Burns Soft Coal Without Smoke

The North Star

is the result of our efforts to build a heating stove that will burn Soft Western Coal with as satisfactory results as a Baseburner consumes Hard Coal. By the judicious combination of Fire Brick Lining, a Hot Blast Ring which surrounds the fire and a Brick Combustion Chamber we have in the **North Star** given results **that are approached by no other type of Soft Coal Burner.**

In burning soft coal in ordinary stoves about 50% of the heat value escapes through the chimney in the shape of soot and unburned gases. The **North Star** consumes the gas and soot with the result that it stops the waste of fuel, consumes almost all the smoke, gives a clean and lasting fire, and prevents filling the pipes.





Made in Three Sizes
On Legs or on Base

The **North Star** is better than an Oak Stove, more effective than a Tortoise Heater, and will give better results than any other type of Soft Coal Burner made.

MADE BY

Clare Bros. & Co., Limited

PRESTON, ONT.

DISTRIBUTORS IN WESTERN CANADA

Clare & Brocket, Ltd.
Winnipeg

Race, Hunt & Giddy
Edmonton

Reynolds & Jackson
Calgary

J. M. Kains & Co.
Vancouver

Rayo LANTERNS



There is a **Safe Profit** in handling

Rayo Lanterns

There are **good reasons** why they command such a ready sale:

1. **Most Light** for the oil consumed.
2. **Stay Lit** in any wind or rain.
3. **Strong and Durable---made to last.**

Rayo lanterns are known everywhere as standards of quality and usefulness. If customers cannot get them in your store, they will go elsewhere.

Rayo Lanterns are distinctively American goods. There is a Rayo Lantern for every requirement; all styles, sizes and finishes. Equipped with selected Rayo globes clear, red or green, as desired. Wicks inserted in burners ready for lighting.

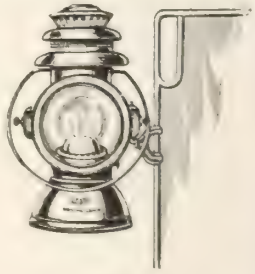
Are you getting your share of Rayo lantern business?
Best quality, moderate prices.

If your jobber does not handle these goods send to-day for illustrated catalogue and price list at the nearest agency of



Rayo No. 92
Tin finish, brass burner and cone, selected Rayo globe, wick inserted, ready to light.



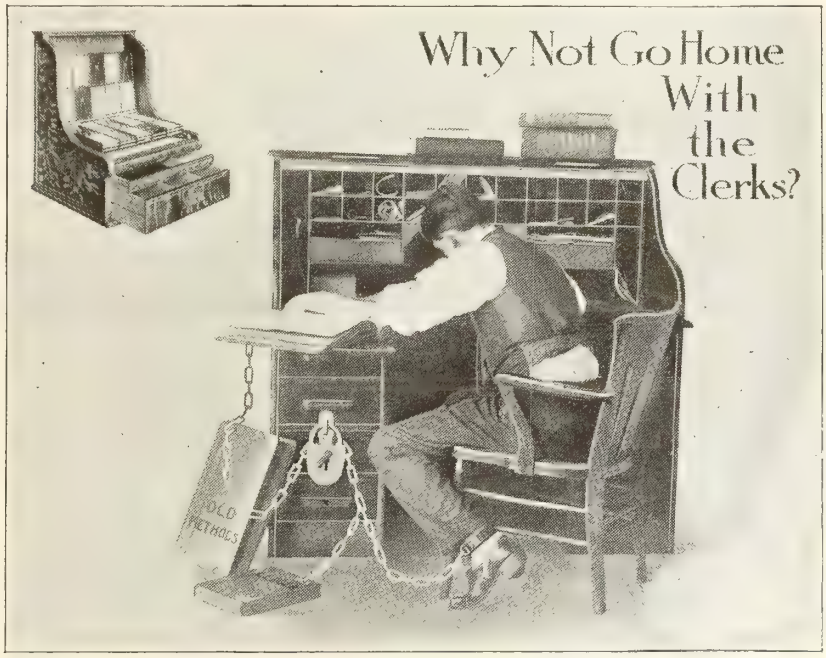


Rayo Driving Lamp
With dash clamp, or rigid bracket; will not blow or jar out. 4-inch magnifying lens in front; 3-inch ruby lens in rear door.

The Imperial Oil Company, Limited

MONTREAL
QUEBEC
ST. JOHN
HALIFAX
WINNIPEG
VANCOUVER

Stop that Night Work!



The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sales-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it any one can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

Only One Writing — **The McCASKEY SYSTEM** — First and Still the Best

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit, preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition.

A letter or postal card will bring you information without any obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll send you information.

Manufacturers of Surety Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Dominion Register Company, Limited

92 Ontario Street, Toronto, Can. **519-521 Corn and Produce Exchange, Manchester, Eng.**

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, JULY, 1911 — NUMBER SEVEN

Published the first week of each month by the

Canadian Trade Press

Toronto, Canada

42-44 Agnes Street — Phone Main 3589

WESTON WRIGLEY - Managing Editor
JOHN A. FULLERTON - Associate Editor
GEO. H. HONSBERGER - Business Manager

Subscription, - - One Dollar per Year

The growth of the West is so rapid that only those traveling from the Lakes to the Pacific at least once each year can get a fair idea of the wonderful development of "the last great West." An indication of the rapidity with which things happen is shown on our cover this month. A map of Regina and its railway connections is shown, that map being made specially for this issue. But before that map is printed word comes of another railway, Jim Hill's Great Northern, securing an entry into Regina over the G. T. P. line to the south. And what is happening to Regina is happening right along in Calgary, Edmonton, Saskatoon, and other growing Western cities.

Western Progress

Stories are frequently heard of auction sales of town sites being held in the morning, and of the beginning of construction work on hardware and other stores in the afternoon.

Things move quickly in the West.

Six months ago the Hardware and Stove Journal made its first appearance under its present name and management, and the steady development which has marked its progress during the past half year indicates that there was need for the Journal, and that the knockers who said: "It's a nice paper but won't last long," were a bit off in their calculations.

Going Some

The publishers of the Journal are aiming to serve subscribers, by keeping them informed on the latest manufacturers' selling helps, the newest goods being introduced, and the most practical suggestions regarding store management, salesmanship, advertising and window dressing.

We also aim to give advertisers what they pay for —well printed advertisements on good paper and circulated amongst the retailers in every part of Canada. To this end we have a staff of eight subscription canvassers in the various provinces.

This Western Stove Number is the largest and best issue yet published, and we express our appreciation of the support given us by the hardware and stove manufacturers who have helped to make the Journal the interesting number it is.

Canadian furnace manufacturers should follow the example of the makers of warm air heating apparatus in the United States, and organize an association to uplift the furnace trade in Canada. Owing to imperfect methods of installation and other causes the warm air furnace is falling into disfavor as a heating agent, its place being usurped in the larger cities to a large extent by steam and hot water systems. The campaign that The Federal Furnace League is conducting in the United States for the uplift of the furnace system of heating is already showing results, and the warm air furnace is destined to regain in a large measure its lost prestige.

Warm Air Heating

The warm air system possesses many advantages over other heating systems. If properly installed it is superior in every way to steam and hot water heating for residences and small buildings. The widespread agitation in favor of ventilation is having its resultant effect upon the furnace business, and many hardware dealers who in the past have not given much attention to pushing the sale of furnaces are now going after this business with renewed vigor. There is every evidence that furnace heating is again coming into its own.

But whether Canadian makers of hot air furnaces organize or not they should at least, in their advertisements published in the daily and weekly papers throughout the country, constantly emphasize the ad-

vantages of warm air heating if properly installed, and attention should be drawn to the fact that the warm air system should not be condemned by the poor work done by speculative builders in the cheaper houses of Toronto and other Canadian cities, where furnaces are being installed at prices ranging from $50 to $75.

Shorten Credits

All along the line the tendency is to shorten terms of credit, and the movement is a sign of the more intelligent methods of doing business being adopted by manufacturers, jobbers and retailers. The cash system of doing business is undoubtedly the ideal all business men should strive for and, failing that, to shorten credits to the briefest possible term, taking advantage of every opportunity to reduce book debts. For example, following his recent fire, J. R. Hambly, Barrie, made a special call on all who owed him money.

Hardware jobbers have several times discussed the revision of their credit terms to "two off ten days and net sixty days," compared with which the stove manufacturers' terms of "three off thirty days and net ninety days, with fall dating September 30," are exceedingly favorable. In some cases even longer terms have been granted, so it is not surprising that an effort is being made to "shorten up."

The catalogue house is menacing both manufacturers and retailers and the remedy is shorter credits, quicker turnovers and closer profits.

Profits in Specialties

A special line, which has brought profit to a good many hardwaremen during the past few years, is sharpening stones. Where formerly a hardware salesman would be content to sell a razor, an axe or a chisel without suggesting a means of keeping an edge on the tool, the modern salesman is being rapidly educated to the wisdom of endeavoring to sell a sharpening stone with every tool sold.

Intelligent salesmanship counts a whole lot, but unless a stock is carried—and displayed—the sales will not be made. The manufacturers assist the retailer by making sharpening devices for every purpose, one of the latest being a round sportsmen's stone, hundreds of which are being sold to prospectors by Northern Ontario hardwaremen. And they help also by supplying display cases in which the goods can be shown to the best advantage. Advantage should be taken of these "helps."

McNab Bros., Orillia, are one firm who are building up a large trade in sharpening stones, their turnover in this line being several times what it was a couple of years ago. A. W. Moore, St. Catharines, is another whose trade has shown a big increase, partly as a result of the use of one of the display cases supplied by manufacturers, he selling more goods from the display case during the first fortnight than he had during the whole year before.

Every mechanic who buys an edged tool, every sportsman who enters the woods, every boy who buys a razor, and every housewife who has a kitchen, is a possible customer for this profitable specialty.

Call the clerks together and impress upon them the opportunities for making sales if they but use judgment in suggesting a stone as a necessary companion piece to every edged tool sold over the counter.

Trade Brands a Big Asset

"Would you advise us to place our trade mark on all the goods we manufacture?" asked an Ontario manufacturer of the Journal editor a fortnight ago. "We sell only to the jobbers, and some of them have brands of their own, which they ask us to place on the goods they purchase."

"Just as you insure your business against fire so should you insure it against loss by competition, by placing your trade mark upon every article of quality you manufacture," was our reply.

Jobbers who buy in large quantities and use their own brand of quality, are attractive customers, and a percentage of the factory's output can, in the opinion of many, be safely disposed of in this manner. But it is in building up a reputation for the maker's own trade mark that the manufacturer is insuring the future of his business.

The experience of a large Canadian paint manufacturer affords an illustration of the value of branding the products of a factory. A few years ago the paint manufacturer entered into an agreement with a Winnipeg jobber to market his line of paints. A large trade was built up, when suddenly the jobber found it convenient to take up an altogether different line. As the paints had been marketed under the manufacturer's brand names, the paint manufacturer found it fairly easy to establish a branch of his own, he having the benefit of the good reputation built up for his brands during the years the jobber had handled the line.

Another instance of the value of well advertised trade brands is the big valuation placed upon the various brands of lead, paints, etc., sold by the paint manufacturers concerned in the recent consolidation.

The leading jobbers, and some retailers, have shown enterprise in adopting brand names for many lines they have manufactured especially for them by manufacturers. And the success which has attended their efforts is but another argument why manufacturers should brand their quality lines, and retailers should show preference in their purchases to the goods which carry the makers' or jobbers' guarantee of quality in the form of a private brand or trade mark.

Price Cutting

It is refreshing to hear if an increasing number of Canadian towns and cities where the hardware men have gumption enough to get together and arrange reasonable selling prices on lines which bear no profit for the retailer. From a Western Ontario town comes the story that the hardware men arranged a price on lawn mowers, and at the close of the season a year ago one of the dealers had a few left over. "Why don't you clear them out at a cut price?" asked a traveler. "If I did the other fellow would hear of it in half an hour and it would be hard for us to arrange prices on any other line," was the far-seeing reply. In another Western Ontario town, where a similar arrangement existed, one of the hardware men adopted the subter-

fuge of giving a customer a rake with a mower, in order to make a sale.

Another example comes from Eastern Ontario. In one city milk cans are sold by all the dealers (they are Association members), at $7.50 each, while in a near-by town the dealers won't get together, and $7 is the ruling price. One dealer in the city referred to sold seven cans at $7.50 each one Saturday in May.

There is no sense (or dollars, either) in price cutting, and retailers should take a lesson from the jobbers and manufacturers. It pays the latter to arrange prices which guarantees each a fair profit—and it will pay retailers equally well. If an agreement is made, keep it.

Buying Direct

For some time past there has been a growing tendency amongst retailers to buy direct from manufacturers, instead of from their jobbers, in spite of the fact that very frequently it costs more to secure a small shipment from a manufacturer than along with other goods from the jobbing house.

Some jobbers, it must be admitted, are largely responsible for the growth of the "buying direct" idea, not so much by their failure to give the retailer prompt service in the shipping department, as by lack of enterprise in the sales and buying departments.

A Pacific coast jobber not long ago, for instance, was called upon by the sales manager of a specialty manufacturer. The salesman had called on several retailers and had booked up a large order on the understanding that shipment was to be made through the jobber in question. "Leave your order sheets with me while I check over our stock," the jobber's buyer asked, "and I'll have an order ready for you in the morning." Next morning the salesman received identically the same order he had worked up from the retailer. The jobber had copied it and expected to ring in for a good percentage of profit by merely letting the order pass through his books and without carrying any of the goods, a very staple and saleable line, in stock. The manufacturer's representative declined to be imposed upon, and the order went through the books of a more business-like wholesaler.

Another instance is related of an Eastern wholesale house. A manufacturer's representative worked up a good order from a retailer and booked the order through the customer's jobber. Through an error at the factory the shipping clerk filled the order in duplicate, one shipment going to the retailer and the second to the jobber. The latter, though agreeable to accepting his per cent. on the order passing through his books, refused to accept delivery and take into stock the shipment addressed to him.

In both of the cases cited the manufacturers' salesmen proved to the jobbers that business could be secured for their line, yet the wholesalers would not put in stocks. A few such experiences encourage the manufacturers to make shipments direct to retailers.

The jobbing house has a function to perform in the economics of the hardware trade. It can undoubtedly assemble goods cheaper than local retailers can hope to do. But if jobbers' selling staffs leave the door open for manufacturers' salesmen to come along and secure orders in neglected lines, and the buyers in the jobbing houses will not purchase the goods for their salesmen to sell, it isn't hard to see that the tendency to deal direct will continue to grow.

Pays to be Honest

"Yes, that's one of the best accounts on our books," said an Ontario hardware manufacturer the other day when referring to a Western jobber, whose name is a household word west of the Lakes, "and there's an interesting story in how I came to get our goods into his catalogue.

"A competing manufacturer formerly had the account and their representative had led the buyer of the house to believe that he was the only Canadian manufacturer who did more than assemble his goods in this country. After many efforts I succeeded in getting the buyer to look over my line and, expressing his surprise at its completeness, asked how much of it we really manufactured. Learning that we produced the entire line ourselves, and remembering what the competing salesman had said, he lost faith in the traveler who had secured orders by misrepresentation and cancelled the orders he had placed for the next season, giving a good order to our firm."

Misrepresentation is poor salesmanship, and the man who adopts such a policy is certain to lose in the long run. It pays to be honest.

Builders' Hardware

A Canadian manufacturer of builders' hardware, who recently visited Western Canada, tells of finding large stocks of imported locks in Western hardware stores, it being possible to buy goods of equal or better quality for less money from Canadian manufacturers. Locks, for instance, which are listed at $5.10 per dozen by Canadian makers, are imported (duty included) at $6.30, while lines costing $14.50 in Canada cost $16.10 laid down when imported.

Possibly the reason for this state of affairs is the fact that the Canadian make is not an advertised line, the imported goods being more aggressively pushed by the foreign makers.

A New Westminster correspondent of the Hardware and Stove Journal reports a similar state of affairs in the coast cities, the call there being for builders' hardware made by the large United States manufacturers, who are liberal advertisers, and help retailers to sell them by providing window display helps.

An example of a lost opportunity on the part of a Canadian manufacturer occurred during the recent convention at Peterboro. A hardware retailer from a distant province visited a factory and asked to be shown certain lines. He was rebuffed by being told that the line was shown in the firm's catalogue and the goods could be obtained through the jobbers. A better policy would have been to have shown the goods and, if possible, taken the order, asking the retailer through which jobber the shipment should be billed.

There has been a gratifying improvement in the quality of Canadian made hardware during the past few years, and the trade throughout the Dominion will do well to assist in the further development of the industry by securing samples and prices before buying in quantities.

What Trade Associations are Doing

CANADIAN TRADE ASSOCIATIONS.

Canadian Wholesale Hardware Association—President, S. H. Alexander, Wood Vallance & Co., Hamilton; Vice-President, A. Jeanotte, Montreal; Secretary-Treasurer, James Hardy, Toronto; Executive, S. R. Kennedy and W. J. Lawson, Toronto, Joseph Lemieux, Quebec, F. Ross Newman and A. Prudhomme, Montreal. Next convention, Hamilton, October.

Maritime Wholesale Hardware Association—President, Percy Simmons, Dartmouth; Secretary, H. H. Dalton, Halifax. Next convention, Halifax, July.

Ontario Retail Hardware & Stove Dealers' Association—President, R. C. Chown, Belleville; Vice-Presidents, M. S. Madole, Napanee, and H. Occomore, Guelph; Secretary, Weston Wrigley, Toronto; Treasurer, John Caslor, Toronto; Executive, W. W. Bennett, Gananoque, R. H. Blackmore, St. Thomas, C. W. Conn, Tillsonburg, W. F. Macpherson, Prescott, D. A. Macnab, Orillia, and Wm. Magladery, New Liskeard; Insurance Committee, D. Brocklebank, Arthur (convenor); Joint Committee, J. R. Hambly, Barrie (Convenor); Lien Note Committee, S. L. Adolphe, Listowel (Convenor); Auditors, J. W. Peacock and S. M. Burt, Toronto. Next convention, Guelph, February, 1912.

British Columbia Hardware Merchants' Association—President, Harry Martin, Vancouver; Vice-Presidents, J. B. Paine, North Vancouver, George Blakely, New Westminster; Secretary-Treasurer, R. D. Dinning; Directors, C. K. Snell, G. Moscrop, C. Kennedy, J. F. Fortier, Vancouver, and C. Bryson, New Westminster.

Montreal Hardware Section, Retail Merchants' Association—President, Arthur Leger; Secretary, A. Raymond.

Winnipeg Retail Hardware Merchants' Association—President, Charles Mulvey; Secretary, J. E. McRobie.

London Retail Hardware Association—President, Thomas Jones; Secretary, W. A. O'Dell.

A DOMINION ASSOCIATION FAVORED.

By Charles Mulvey, President Winnipeg Retail Hardware Association.

I have been considering the matter of a Dominion Retail Hardware Association for some time past. The Western Retail Association, with head office in Winnipeg, which was formed about a year ago, and to which the Winnipeg Retail Hardware Merchants' Association is affiliated, has about three hundred members, comprising all the retail trades, and amongst these are hardware merchants in Portage la Prairie, Brandon, Regina, Moosejaw, Calgary, Edmonton and Saskatoon. So far there has not been very much accomplished by the country members other than getting a list of bad accounts and a credit report.

I intend to bring the matter of a Dominion Association before the executive of the Hardware Association and the Western Retail, and see what can be done to get them in line. Owing to the fact that the Retail Hardware & Stove Dealers' Association in these three provinces went defunct about two and a half years ago, it makes it very much harder to get them interested in an association.

I will be pleased to give you any assistance possible in your efforts to form a Dominion Association and receive any pointers from your experiences in your Ontario Association.

[Note.—The Ontario Retail Hardware & Stove Dealers' Association is keeping in close touch with the Dominion Retail Merchants' Association. Sooner or later some sort of affiliation will be arranged, but dissensions in the Ontario branch of the R. M. A. make any sort of affiliation impossible until a reorganization takes place. In the meantime a provisional Dominion Committee might be formed, composed of the presidents and secretaries of the Retail Hardware Association in the different provinces, the committee to deal with matters relating particularly to the hardware trade throughout the Dominion.—W. Wrigley, Secretary Ontario Association.]

TRADE ORGANIZATION IN ALBERTA.

By W. J. Illsey, Winnipeg.

Western trade organizations are as a whole in good condition. Merchants are finding that by concentrated effort they obtain better results than by individual.

Hardwaremen, with other classes of merchants, have formed a general retailers' association, their efforts being more particularly given to the adjusting and keeping right of retail prices, the fighting of catalogue house selling and the keeping of all members posted on poor-pay customers. The organization is good and will do a lot of beneficial work if all stick to it.

The results of the old Retailers' Association, which was in force years ago in the West, were bad, due to poor management rather than from the merchants' part in it. New organizations, however, throughout all the West appear to be in a prosperous, healthy condition, and they will do lots of good to the trade if properly conducted. Their prime object, however, should be to help along the hardware merchant, whether in a smaller or larger capacity, by making him know and feel in his heart at all times that each and every member is receiving the same treatment as the other, by keeping him posted on conditions and credits, and finally in fostering that good fellowship which is needed to make any business a real success.

Regarding the forming of a Provincial Association as an outgrowth of the Winnipeg body, there does not seem to be any amount of enthusiasm. A recent small canvas for such a formation did not prove a big success, and from present indications does not seem likely to materialize. One thing which somewhat interferes is the "Good Times" feeling which makes a merchant inclined to independence, and another is that the smaller man outside, is somewhat shy of the city man. Possibly there will be a Provincial Association but not at once.

TRADE ORGANIZATION IN ALBERTA.

The busy rush of Western life leaves hardware merchants with little time to devote to matters outside their business, and this, coupled with the local jealousies between rival cities, and the great distances to be traveled to conventions, makes organization work difficult.

There is no reason why there should not be three strong provincial retail hardware associations in Manitoba, Saskatchewan and Alberta. The country is growing rapidly and there are many questions which could be dealt with to the advantage of the retail trade by associations in the three provinces, in co-operation with the Retail Hardware Associations in Ontario and British Columbia.

The failure of the Western Canada Association three years ago is not an argument against trade organization in the West. Rather is it an argument in favor of the provincial associations, the old association having endeavored to cover too much territory—more than its officers could give proper attention to.

Alberta seems to be most likely to lead the way in the work of reorganization, the views of three well known Alberta hardwaremen being reproduced below.

J. C. Dowsett, Ross Bros., Ltd., Edmonton, writes. "My idea is that it would be necessary to have an organizer go all over the province and discuss the matter with the principal dealers. A meeting could then be called at some central point, and the association completed. I am of the opinion that it would require a good deal of work to get an association into running shape in this province."

R. L. Gaetz, Smith & Gaetz, Red Deer, Alberta, writes: "In a new country, where history is being made every day, and where every man is trying to do his little part in the making, his own particular work or calling is often neglected, and he never does anything thoroughly. I shall, however, be glad to support any movement towards organizing the retail hardware trade, and shall be pleased to be called upon for financial assistance when it is required."

Charles H. Marshall, Nanton, Alberta, writes: "We are all agreed that such an organization would probably accomplish much good, but so far nothing of a practical nature has been consummated. There seems unfortunately, in this province, to be considerable jealousy between the north and south as represented by the territory tributary to the rival cities of Calgary and Edmonton, and this has tended to retard efforts in the way of organization. We, in the south, tried to organize, but feeling that the whole province should be in it, took some steps in this direction, but receiving no encouragement from the north the matter has been let drop. I hope, however, that these difficulties will be overcome in time, and that the hardware men of Alberta will all see the wisdom of an association similar to the ones in the other Provinces."

RETAILERS ASK FOR PROTECTION.

The retail hardware men of London have organized a local association and are talking of affiliating in a body with the Ontario Retail Hardware & Stove Dealers' Association. Complaints of unfair competition have been discussed by the local association, a local jobber being accused of selling to consumers at wholesale prices. The provincial association may be asked to bring the matter to the attention of the Canadian Wholesale Hardware Association, it being held that unless the retail trade is protected, jobbing prices should not be extended to the wholesale house in question.

The point raised by the London Association is one of the most important yet taken up in Canadian hardware association circles, and if the matter is referred to the joint committees of the wholesale and retail associations, the outcome will be watched with interest by all in the trade.

LOCAL ASSOCIATIONS MAINTAINING PRICES.

The hardware merchants in another Western Ontario city have organized a local association, and have arranged a schedule of prices on staple lines, including nails, white lead, linseed oil, turpentine, eavetroughing, etc.

In the past prices have been very badly cut by some firms in this city, one of the biggest cutters having recently gone out of business.

There still remains quite a lot of suspicion amongst the retailers, each looking upon the other fellows as unworthy to be trusted. If they have sense they will drop this suspicious feeling and each determine that regardless what the other firms do, they will hold out for the minimum price set by the association. Honesty, like charity, should begin at home.

Be like the hardware merchant at Guelph who, rather than cut the price on lawn mowers, as advised by a traveler, who saw a few stickers on display last fall, replied: "Why, if I cut the price on those machines the other hardwaremen would probably know it in half an hour, and what faith would they put in my word afterward." The machines were carried over all winter, the hardware man valuing his word more than the loss of profit on the slow turnover.

St. Thomas hardware men should follow the good example set by the Bond Hardware Co., Guelph.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Association.

Editor, Insurance Advisory Department:

As you are no doubt aware a large number of firms, many of them wholesale houses, add "carrying charges" to the invoice price to make up their costs, that is they add say 3 per cent. as interest on the money locked up in the goods during the period they are on the shelf. I am advised to adopt this system, what do you think? Am I entitled to collect this should I have a loss? DEALER.

Toronto, June 15.

Note.—In our opinion the charge is entirely unwarranted, in the case of a retailer or other dealer, not a manufacturer. The goods lying on the shelves do not depreciate in value. They can be replaced any day at the market price without any such charge, and while we are aware that this system has been adopted by some acountants, it is certainly not a legitimate cost charge as against a fire insurance company.

HAVE YOUR POLICIES MADE UNIFORM.

What the Insurance Advisory Department is doing for members of the Ontario Association is shown by the experience of W. F. Macpherson, Prescott.

Mr. Macpherson is carrying fire insurance in seven companies and, after the association arranged with Ross & Wright, Toronto, to examine policies and adjust losses for association members, he sent his policies to Ross & Wright for examination, the fee being 50 cents per policy examined. Acting on their advice Mr. Macpherson requested the various companies to make various corrections and strike out all red ink variations. Considerable trouble was experienced in inducing one of the companies to agree to the changes desired, but all have now done so, and all of Mr. Macpherson's policies are now concurrent and free from red ink variations.

The accompanying letters show how one of the companies tried to side-step the request for uniform policies.

Letter from Insurance Company.

"Dear Sir,—We are in receipt of your favor enclosing new forms which you wish us to attach to the above policy, and note that these new forms cancel all variations to the policy conditions other than those contained

on the policy itself, and before agreeing to this we shall be interested to learn which of these variations you take exception to. We might say that these variations are placed there in the main part merely for the purpose of rendering Statutory Conditions more clear and intelligible and to bring the attention of the assured to other important matters, which although not referred to in the policy conditions themselves are covered by the common law of the country. We do not think, therefore, that any useful purpose would be served by cancelling them entirely, but if there is any particular variation to which you take exception, we shall be pleased to consider the question of cancelling it."

Mr. Macpherson's Reply.

"Gentlemen,—In regard to the clause in my schedule of insurance which cancels all variations to the policy conditions, I may say that I have a large number of policies on my premises, including stock and fixtures and that I wish to have all policies subject to the Statutory Conditions only. While there may be no objections to the variations of your policy, and while it may be quite true that the variations in that policy are "there in the main part merely for the purpose of rendering the Statutory Conditions more clear and intelligible," and while these may all be "covered by the common law of the country," still some of the companies have variations which are neither just nor reasonable, and which I am not desirous in case of loss to have to prove unjust and unreasonable in court. There are a number of companies, including the Union, Commercial Union, Acadia, Nova Scotia, and I believe the Norwich Union, which are issuing policies without any variations.

"I am informed on good authority that practically all companies are waiving these variations upon request made similarly to my own. I may say that I am perfectly satisfied with insurance in your company. I trust you may see fit to do as the other companies on my risk have done, and accept the schedule forwarded you."

REDUCTION OF FIRE INSURANCE RATES.

The rates paid for fire insurance interests the merchant more than any other phase of the question. He may take a cursory glance at his contract, he may insist that his companies are all tariff (as if that insured ideal insurance), he may even carry plenty of insurance, but on the renewal of every policy he is almost sure to complain of the excessive cost and consider the advisability of either buying cheaper insurance or not renewing at all. Now cheaper insurance can be obtained in the end by only one means and that is reduction of fire waste. That fire insurance in Ontario is in a bad way is proved bya table published in Saturday Night on June 28th, which shows that over $1,600,000 has been lost by shareholders in companies promoted in Ontario in the last fifteen years, and that only one of these companies has made a profit, and that of $65.00.

The Hardwareman is vitally interested in this question, for rates on hardware establishments rule higher than on many other lines and besides every means that can be used to reduce chances of fire is that much greater chance for final success in business. All losses are finally paid by the public.

Some of the hazards of the hardware business that particularly effect the rate and the hazard may well be considered and so far as possible mitigated or removed.

Gasoline.—We doubt that one hardware store in twenty is handling this profitably. Kept in the building with a permit in quantities over one gallon, it adds twenty-five cents to one dollar per hundred to the rate; kept without a permit it avoids the insurance. We strongly urge that it be kept entirely outside, preferably underground or in a small shed for that purpose only, and that it be handled entirely outside the building.

Oils.—Any quantity over five gallons of coal oil requires a permit from the insurance companies. Wherever possible, oils of all kinds should be kept in a separate fire proof section, or kept outside and underground. The oil hazard is a great one. The practice of keeping oils in cellars cannot be too strongly condemned. The oils soak the floor, are gathered up, on sawdust or other inflammable absorbents and ignite from spontaneous combustion; in case of fire they are intensely inflammable and almost inextinguishable, and the smoke of cellar oil fire ruins hardware stocks. The most up-to-date hardware men are completely changing their system of handling oils, are discarding the wasteful, dirty, costly tapped barrel and installing the underground separate annex building pump systems.

Glass.—The handling of glass in cellars and littering them with straw should be avoided.

Sawdust.—Never use it as an absorbent for oils, spontaneous combustion is sometimes slow, but it is just as effective as the good old mice and matches.

Gunpowder.—Only twenty-five pounds are permitted on the premises by law without voiding the policy. Keep as small a quantity as possible but be sure to get a permit IN WRITING from the insurance companies for the maximum quantity you may ever have at one time.

Gasoline Fire Pots.—Keep them outside; but if you do use them see that you get a permit.

Open Stairs, Well Holes, Elevators and Sky Lights.—These are the finest means in the world for increasing fire waste, they are excellent at increasing insurance rates. They can nearly always be made safe by economical methods.

Fire Buckets.—Superior to any other system of fire protection, except perhaps automatic sprinklers; cheap; when properly installed, cleanly and attractive; wonderfully effective. If the public could only grasp the great economy of the fire bucket, there would be a statute enacted and rigidly enforced requiring its installation in every mercantile office or manufacturing building. One barrel or tank and three pails to every 2,500 feet of floor area under the specific tariff reduces rates 5c. per hundred. Figure it out and you will find they pay for themselves every year in reduced rates, and you have them and their protection for your investment. They are before all the other fire apparatus, fool proof.

Specific Rating.—If your town is specifically rated, ask your agent to get you a copy of the detail of rating, you will be surprised to learn how that rate is made up, you will find many charges, the justice of which you will recognize, but the folly of not rectifying the conditions resulting to the charges will appeal to you at once if you compute the annual extra rate and treat it as interest on the money invested in the improvements.

The Advisory Department will be pleased to consult with you on this and all other features of your insurance.

A Year's Progress in the Stove and Heating Trades

Review of the conditions, the changes, the new features, and the outlook for the Canadian Stove and Furnace trades. Prices are firm, the foundries busy, stocks light and every prospect of a shortage this fall.

Reviewing the stove and heating trades for the past year, it is clearly seen that conditions are greatly improved and the outlook is much brighter for manufacturers than a year or two ago.

Prices are firm, with no thought of a reduction, while there have been some small advances on certain lines. Pig iron, sheets and other materials, have held firm in price througout the year, while labor conditions have improved. Wages have not been lowered, and they're not likely to be, but more molding machines are being used and the labor strikes, which caused stove manufacturers so much trouble during the past year, have passed away, most foundrymen now having a fairly complete staff of molders. More men could be used, of course, but with strong outside competition, higher wages canot be paid to meet the wishes of the members of the trades unions.

Some complaint is heard from stove manufacturers about workings of the mergers controlling the iron and steel trades in Canada. Foundrymen are not averse to trade organization. They have a stove association themselves. But they point out that the iron furnace men are charging "all the traffic will bear," and by so doing are placing a heavy handicap upon Canadian foundrymen, who have to compete with United States stove makers, who are favored with cheaper raw materials and a larger output. The Canadian price for pig iron, they point out, is the U. S. price plus the duty, and as the blast furnace men can bring in their raw ore free of duty they can afford to sell to Canadian manufacturers at a lower price than they are now doing. Stove manufacturers are willing to pay a fair price to Canadian iron producers, but when the latter take full advantage of the protective duty and bounty, they put themselves into the position of forcing foundrymen who prefer to use Canadian iron to buy from United States furnaces.

This raw material question is one of the handicaps Canadian stove makers have to overcome in their effort to hold the growing western market for Canadian made goods.

Co-operative Selling Plan Suggested.

Selling prices to retailers are considered satisfactory to stove manufacturers, but selling expenses are too high, particularly in the Western Provinces. This need of economizing has caused manufacturers to give serious thought to the shortening of selling terms. The manufacturers have to pay for their material in 30 days, and tney see no reason why they should give from three to six months' credit to retailers. United action could not be decided upon this year, but it seems probable that stove makers will shorten their terms to "two off 30 days, and 60 days net" next season.

The high costs incidental to selling in the West has led to the suggestion that a number of the smaller stove and furnace manufacturers might to advantage co-operate in selling in Winnipeg and other Western cities.

"It costs us between $30,000 and $35,000 to maintain our five warehouses and selling staff in Western Canada," said one manufacturer, "while if we were to enter into an arrangement with say five other stove foundrymen, and co-operate in maintaining joint warehouses and selling staffs, our combined selling expenses of over $200,000 could be reduced probably 40 per cent., and the savings would enable us to compete more successfully with the larger producers in the U. S."

This plan would not interest the larger concerns, making full lines of hot water boiler, radiators, enamelware, etc., but it deserves the serious consideration of the smaller foundrymen.

Carload orders for stoves, etc., are still being received from Western retailers, particularly in the Crows Nest Pass and other districts where freights on small shipments are very high. In Ontario, however, the day of carload shipment seems to have passed, and the new era of smaller and more frequent orders has advantages for both manufacturers and retailers.

Furnace Heating Shows Increase.

In Ontario and in Western Canada there has been a steady growth in warm air furnace heating, and manufacturers are improving the quality of their output, taking advantage of the many arguments given out in favor of scientific methods of ventilation by Boards of Health officials.

Steel ranges are the popular sellers in the Western provinces, although a large number seem to be still prejudiced in favor of malleable ranges. The steel ranges seem to have all the good qualities of the malleable, besides being much lighter in weight.

Combination coal and gas ranges are now being manufactured by a number of foundrymen, the success of the pioneers in this field having encouraged greater competition. Gas ranges have had an enormous sale in Western Ontario towns and cities, as well as in the neighborhood of Moncton, N.B., Medicine Hat and Edmonton, where natural gas fields exist. The gas manufacturers in the large cities have also created a big market for this line, but by adopting the policy of selling ranges at low prices, in order to sell larger quantities of gas, they have made the trade unprofitable for stove dealers. They have also adopted the policy of making regular inspections of the ranges sold, and the most progressive stove retailers are using the same method.

The increase in furnace heating is reducing the market for baseburners, but Oak and Quebec heaters seem to be in increasing demand. Oil stoves and heaters have experienced

MAY BE A SHORTAGE OF STOVES.

With hundreds of thousands of new settlers pouring into Canada this year, and with another, and probably several more year's prosperity in sight, conditions are favorable for a shortage in stoves and ranges this fall, and the JOURNAL'S advice to stove dealers, particularly in Western Canada, is to specify their requirements for early shipment.

Stove manufacturers, remembering the shortage last fall and the bareness of stocks in retailer's hands throughout Canada, are endeavoring to build up their warehouse stocks to be able to care for the rush when it comes a month or six weeks hence. Stock sheets seen by the Journal, however, indicate that some of the largest manufacturers enjoyed such a satisfactory trade during the spring months that they have been unable to build up sufficient stocks of the most used styles and sizes of ranges to care for the orders in hand. One stove manufacturer reports a big increase over last year's record figures, and showed a letter saying their Winnipeg warehouse would be bare of stock in August. In both ranges and furnaces more orders were in hand early in July than had yet been manufactured.

This means that some retail dealers, ones who are slowest to take delivery, are likely to have difficulty in having their orders filled. It would seem, therefore, the course of wisdom for retailers to go over their stove requirements as soon as possible and give manufacturers instructions to ship next month before the rush comes on. The goods will be bought at fall dating, anyway, so better take early delivery than run chances of not having the goods when the customers want them.

Have the goods, know the goods and then push the goods, and it's safe betting that you will sell the goods.

a 100 per cent. increase during the past year, as a result of a progressive advertising campaign by the manufacturers. Hotel and restaurant ranges have also been sold in largely increased quantities, retailers paying more attention to this line.

A more even trade is evident throughout the year also. Times are better and weddings are more frequent than several years ago—and nearly every wedding means a stove wanted. The enormous immigration into the country also accounts for a large number of sales, while the fact that dealers are adopting more progressive selling plans is also a factor in encouraging farmers and householders to purchase new and up-to-date equipment in place of the older stoves in their kitchens.

Changes in the Trade.

Some important changes have taken place in the Canadian stove trade during the year, the most important of these being the reorganization of the Gurney-Tilden Company, under the name of the **Hamilton Stove and Heater Co.**, with Mr. W. H. Carrick as managing director, Mr. Cromwell Gurney succeeding Mr. Carrick as vice-president and general manager of the Gurney Foundry Co., Toronto. The death of Mr. John H. Tilden followed soon after the transfer was made. There was much talk of a merger of the four Hamilton stove foundries into one concern, but the deal did not mature. During the past month it has been reported that the Hamilton Stove & Heater Co. had absorbed Bowes, Jamieson & Co., the report arising, no doubt, because of the taking over by the former company of the patterns of some ranges which will in future be made solely by the Stove and Heater Co.

There have also been some important changes in the staff of the **Pease Foundry Co.**, Mr. D. J. McKinnon, well known to the trade for his many years connection with the Pease Company, but for about three years engaged in other work, having assumed control again in succession to J. T. Sheridan. J. L. Ross is now vice-president and Mr. Ross McKinnon, secretary and sales manager. The Pease-Waldon Co., Winnipeg, is now under the management of James N. Bell.

C. Norsworthy Co., St. Thomas, have entered the heating trade during the year by taking over the patterns of the Howard Furnace from the Shantz Foundry Co., Berlin. They are also making a hot water boiler, and may add stoves to their line.

Dominion Stove & Foundry Co., Pentanguishine, was organized last fall to manufacture stoves and ranges, but they are not yet producing goods.

Butterworth Foundry Co., Ottawa, now under the management of Mr. C. A. Connor, are making some improvements to their line, besides adding two new cast ranges, the "Fairy" and the "Beauty Diamond," particularly adapted for city and town trade, being medium price and thoroughly up-to-date. The "Maple Leaf Diamond" furnace is another addition to their line.

James Stewart Mfg. Co., Woodstock, are bringing out a new furnace, the "Equator," of circle waterpan construction, and are also featuring the "Good Service" heater, both being adapted for Ontario and Western trade. They also have a new medium priced steel range under construction.

Thomas Davidson Mfg. Co., Montreal, are featuring their "Premier Marathon," a medium priced steel range, which is built for the Ontario and Western trade.

Hamilton Stove & Heater Co., Hamilton, amongst other new lines, have a combination coal and gas range. The grates are not interchangeable, there being four gas cooking holes behind the two coal holes, making six in all, which can be used with a coal fire. The oven is fitted for both coal and gas, and the range is made in both decorated and plain styles.

D. Moore Co., Hamilton, have a new range in their "I X L Treasure," a reasonably priced combination range, built to assist retailers in meeting the departmental store trade. Other new lines will be announced later.

Burrow, Stewart & Milne, Hamilton, have added a new pattern "Jewel," low furnace to their full line of coal and gas ranges, furnaces, etc. They have, also established a Winnipeg warehouse in order to better serve their Western customers, their line having been handled in the past by Merrick, Anderson & Co., Winnipeg. The Winnipeg branch is under the management of J. Haney.

Tuttle & Bailey Manufacturing Co., Bridgeburg, are bringing out some new styles of registers, and are preparing plans for a large new plant.

McClary Mfg. Co., London, have perfected a new style of decorating the backs of ranges. Instead of using a tile back they are fitting their ranges with a beautifully enameled steel sheet, which they claim is cleaner and more durable than tile, there being no bolt holes or cracks to gather dirt or become broken. In their gas ranges they also use white enamel trays, broiler pans, etc., and supply with a glass oven door when desired.

Gurney Foundry Co., Toronto, are introducing this year amongst other lines the "Compact Cabinet" gas range, a very handsome range taking up only 3 feet 4 inches of floor space, and containing all the advantages of ranges taking 4 1-2 feet floor space, having cast iron sections instead of a coil, being modeled after the Gurney-Oxford hot water boiler, is another addition which has great promise. A new line of oak heaters is also being introduced and some other additions will be announced later.

Moffat Stove Co., Weston, have brought out a new gas range to compete with the ranges sold by the gas companies. It is fitted with an all glass oven door and can be connected with a coal and wood attachment. They have also built a considerable addition to their plant during the year.

Enterprise Foundry Co., Sackville, N.B., have made extensive additions to their line this year, including the "Enterprise Prince," a moderate priced and attractive steel range. The "Enterprise Camper," a large, heavy and serviceable steel range, with an oven 24 x 26 x 15 inches, is another new line. There are also two new laundry stoves, the "Joy" and the "Charm," weighing 40 and 62 pounds respectively. The "New Comfort" furnace, No. 150, is still another addition, it being intended as a cheaper line than their leader, the "Enterprise Blazer." One more new line taken up is fire place fixtures, this including a large variety of open and basket grates and andirons. The "Enterprise Monarch" steel range, is fitted this year with a glass oven door.

Findlay Bros., Carleton Place, have a new cast range, the "Regal Favorite," built from the wood in their own works, with a long and very large fire box, particularly suited to country trade. They have added to their plant during the year, and their capacity is much greater than before.

James Smart Mfg. Co., Brockville, have two new sizes of their "Tropic" furnace this season.

Down Draft Furnace Co., Galt, are introducing two new steel ranges, one a high grade and the other a medium priced range, both of which are intended for both Ontario and Western trade. The "Art Banner," a new cast range is a model of simple but thorough construction. A large addition has been made to their plant this season.

Doherty Mfg. Co., Sarnia, have brought out several new steel ranges this season, adapted to Western trade, and made to sell at prices suited to different classes of trade. In order of price the new line are: "Solar Favorite," "Novel Favorite," and "Glen Favorite." The special features of these lines are the large ovens and flues, well proportioned fire boxes, drawout duplex grates, and heavy blue polished steel.

Canadian Heating & Ventilating Co., Owen Sound, amongst other things, have a new side wall register, the "Empire Special," made in 8 x 10 and 9 x 12 sizes. Their No. 160 "Empire King" furnace is also being featured this year, it being specially made for medium sized houses, where a moderate priced furnace is required.

W. J. Copp, Son & Co., Fort William, have made important improvements to their "Silver Queen" range, while the "Silver King," a high class range, with 18 and 20 inch ovens, and the "Silver Prince," now ready in 16 and 18 inch sizes, with 14 inch ready in August are new additions.

The Canada Malleable Range Co., formerly of Toronto, are now manufacturing at Oshawa, they still following the policy of selling direct to consumers instead of through the trade.

Adam Hall, Limited, Peterboro, moved into a fine new foundry early this year, and are specializing on hotel, restaurant, logging and lumbering camp ranges.

D. J. Barker & Co., Picton, is featuring the Champion Grate in the "Pearl Champion," cast iron range this year.

The Pirrin Plow & Stove Co., Smith's Falls, have no additions to their line this year.

Vulcan Stove Works, London, and **Tremblay Bros.**, Pembroke, are two other new concerns, the latter making a Quebec heater fitted with a grate.

Modern Malleable Range Co., removed from Leamington to Chatham, and their output is now being sold largely by the Marshall-Wells Co., Winnipeg.

Lee Mfg. Co., Pembroke, are broadening out into stove manufacturing, making a line of "Peerless" steel ranges, "Crown Acorn" ranges, steel shanty ranges and "Peerless" cook stoves.

National Mfg. Co., Ottawa, have also established a plant at Brockville, and intend, it is understood, to sell more through the trade and less through pedlars.

Aylmer Pump & Scale Co., Aylmer, Ont., are entering the stove business, and will have a staff of salesmen selling to farmers in the Western Provinces during the coming winter.

Guelph, Grundy and **Griffin** foundries at Guelph, are not now active, with the exception of the Guelph Stove Co., who are producing cheap stoves for departmental store trade.

Supreme Heating Co., Welland, are now under the management of James J. Hickey, in succession to John D. Meister. They have brought out new gas and coal ranges, and are talking of enlarging their plant to go into the furnace field, their capacity for ranges being booked up for this season, owing to a large order from a jobbing house.

Specialty Mfg. Co., Grimsby, is a new concern, under the management of Mr. Woolverton and Hugh Walker, formerly of the Walker Steel Range Co. They manufacture sprayers, ladders, Quebec heaters and Oak heaters, the "Special Oak" being made in 12, 14 and 16 inch sizes.

Hall-Zryd Foundry Co., Grimsby, will, it is understood, remove to Hespeler next winter, having secured the fine large plant of the Parkin Elevator Co.

Brantford Steel Range Co., Brantford, started in business a little over a year ago manufacturing a special line of double oven steel range, but this season have added several new, single oven lines particularly suited to Western trade.

Wilkinson Plow Works, Toronto, who were making a warm air furnace, but not advertising it, have gone out of business.

Chas. Fawcett, Limited, Sackville, N.B., have succeeded the Charles Fawcett Mfg. Co., the capitalization of the new company being $500,000.

Thompson & Sutherland, North Sydney, N.S., successors to A. C. Thompson, Limited, are featuring two new steel ranges, this year, the "Alaska" and the "Bonanza." They are also making a complete line of cast ranges, four styles of "Ideal" furnaces and the "Reliance," a soft coal hot water boiler.

Calgary Stove and Furnace Co., Calgary, is a new company being established at Calgary to manufacture stoves and furnaces, the manager being Mr. Fleming, formerly superintendent of the Butterworth Foundry, Ottawa.

Clare Bros. & Co., Preston, have increased the capacity of their plant during the year and added several new lines with improvements to their Stoves, Ranges and Furnaces. They have just issued one of the most handsome catalogues illustrating their goods ever produced in Canada. In Steel Ranges their new "Western Hero" meets the growing demand for a range that is well finished, perfect in operation, right in appearance and at the same time low in price. It is made in 16 and 18 inch sizes, with reservoir and high closet. The "Paragon Peninsular" is another new steel line, with guarantee of good material, workmanship and operation, and up-to-date features. The "Royal" and "Monarch" steel ranges are now equipped with steel base, with higher legs than formerly. Their well known "Hilda" furnace comes out this season, with a new dress and featuring a horse shoe water pan extending around the furnace from one side of front door to other to give every register its share of evaporation. A soft coal furnace. The "Standard," for Western trade is placed on the market this season equipped with smoke consuming fire pot, double return flue type of radiation, which it is claimed burns soft coal very satisfactorily. A new furnace catalogue will be issued about a month with full particulars.

Wm. Buck Stove Co., Brantford, have added this season two new steel ranges, "Victor" and "Coronation," in plain design, with drop oven door, high closet and selling at moderate price. They have also brought out a new base burner, the "Radiant Home," made to burn anthracite stove coal.

PROSPECTS NEVER WERE BRIGHTER.

By H. H. Piggott, Credit Manager J. H. Ashdown Hardware Co., Winnipeg.

I have much pleasure in giving the Journal a short statement of present conditions as I see them throughout the West.

Naturally, the drought of last year, which reduced the crop very decidedly, caused a halt in the development which had been going on in the country; that is to say, in the amount of business which was being done, though of course it did not stay the railways in their extensions nor to a great extent did it hinder immigrants coming in. At the same time, undoubtedly it affected business as a whole. The result was that from such information as we can get, the experience of the wholesale houses has been that their sales since the first of the year have been about the same as during the same period in 1910, whereas if we had had a good crop last year, they would have been much larger. On the other hand, the prospects for the future never were brighter, and if the crop comes off a comparison of the last six months of 1911 with 1910 will show a big increase in sales.

So far as collections are concerned, we have no complaint to make. Obviously there is not so much money in the country this year as last. More accounts had to be carried over at the first of the year, and the banks are giving us very little help. On the other hand, the railway building brings in a lot of cash; settlers, who have been coming in in fair quantities, help collections and in many districts these have been as good or almost as good as last year.

The crop prospects, as is universally known, never were better. The great drought of last year in most parts of the country made it necessary that we should have a lot of rain so as to bring up the normal average of moisture of the ground and this is exactly what the weather bureau has furnished us. Indeed at isolated points there is some complaint of too much rain, but taking the country as a wohle the conditions have been ideal. Doubtless from one cause or another, particular neighborhoods may suffer to some extent, but in my judgment the future is the very brightest.

I believe that as a result of this year's business the development of the country will be accelerated and that we will continue in the wonderful progress which we have made in the West.

IMPORTATIONS OF U. S. STOVES.

By W. L. Helliwell, Managing Director Gurney North West Foundry Co., Winnipeg.

I do not consider there are quite as many steel furnaces coming in from the other side as formerly. However, certain jobbers are starting up in the furnace business, importing and handling American furnaces exclusively, so that if it is down in one line, it is up in the other, but generally speaking I think the Canadian manufacturers in the furnace business are holding their trade well.

There are just about as many malleable ranges coming in from the United States as formerly. The Canadian Malleable ranges, we hoped, would counteract this, but they never will until they make a much better article. The finish and workmanship on it, is not in it as compared with the American goods. I am sorry to have to say this, but I know it is a fact.

Regarding American stoves, I think if anything, they are decreasing due to the Canadian manufacturer recognizing that on some of these cheap lines if he wants to meet them, he has to practically put in his goods at cost. This of course is ruinous business, but as long as the Government continues to allow the American manufacturers to dump their stoves in

here at any old price, they see fit, it will continue. The "Dumping" clause, in my opinion, is of no more use than a fifth leg to a cow. It is so easily gotten over that it is almost a farce. The only thing that the Eastern foundrymen can do to stop the U. S. manufacturers putting their goods in, is to see that the Government make the Americans invoice their goods for duty purposes exactly the same as they are **sold in the regular way in the States**, and from all appearances this seems not worth while trying.

Stove and heating business at present is not very brisk, as most of the merchants in these lines are buying very conservatively, which is a good thing, and will not do anything until the crop is assured. The crop prospects never looked brighter, and unless something unforeseen happens, we should have the biggest fall trade that this country has ever seen.

BLANK FOR STOVE REPAIRS.

The hardware concern that takes up the stove repairing business must be prepared for snags, one of which is the ordering of parts for customers who fail to call for them. The following has proved to one firm an admirable way in which to keep track of repairs. It is most convenient when printed on a slip about five by six inches in size:

Date or order, ...1911.
Name of Stove .....
Name of manufacturer .....
No. of stove.....Date of last patent .....
.....
.....
.....
Freight or express .....
Amount deposited .....
Who for .....
Address .....
Remarks .....
.....

Beneath the above there should be an explanation as to why the deposit was asked for, even from well-known customers whose accounts are O. K. Something like this:

"We maintain a Stove Repair Department largely for the benefit of our customers. As parts ordered and not called for become in most cases a dead loss to us, we ask a deposit on all such orders. This is a rule that we cannot break, and please do not ask us to do so. Always ask for copy of your order, which also serves for a receipt for the amount deposited."

PUSHING THE FURNACE TRADE.

By A. E. Karges, Manager James Stewart Mfg. Co., Winnipeg.

I just received two copies of the Hardware and Stove Journal, and they looked so attractive I had to read them before going to bed. You have been building up the journal very rapidly, and I do not see why a good live paper should not receive the support of the merchants and the manufacturers. I will try and send something of interest to you from time to time, and will mention the Journal to any not already subscribing.

The demand for furnaces in the West is growing very rapidly, and our merchants do not lack interest along this line, and the competition is very keen. In the larger places the furnace business is well represented, either by the hardware merchant or the tinsmith and furnace man.

In the cities a great many houses are built for speculative purposes, and the contractor invariably chooses the cheapest, this having a tendency to hurt the hot air business. Where it is possible to get in touch with a party that is building a home, the very best at a fair price is easiest to sell. Merchants representing a high grade furnace make a great mistake by not keeping a furnace display on their floor, and occasionally devoting a window to this end of their business, because the number of high grade furnaces is limited, and the average buyer is practical enough to notice the difference between a first grade furnace and one of the ordinary type. In catering to the best trade it is also necessary to give the purchaser an outline of the pipe construction, and a few boxes and elbows properly placed, will help considerably along this line.

The range trade is much different to furnaces. A great many ranges are on a par as far as construction, and a large amount depends on the style of ornamentation that appeals to the purchaser, and in this way there is a great scope for the designer.

The mail order competition is not felt to any great extent by the hardware trade in the larger places, where the merchant can afford to keep a well assorted stock, and make an effort to display it properly, and the attractive store will do more to hold trade than anything else. In the smaller towns, where the general merchant is supposed to carry everything, there are cases where he cannot afford to buy a good assortment in all lines, and the particular line of his business that he neglects, the mail order house gets, and once the public get educated to buying by mail their list gradually grows until all lines are affected.

USE SYSTEM ON FURNACE CONTRACTS.

By E. H. Roberts.

The natural tendency of a pedestrian is to travel in a circle; as business men we are apt to do the same thing. We start out at the first of the year with a determination to accomplish great things. We make splendid resolutions and map out a fine programme, but one by one the resolutions are quietly laid away where they cannot disturb our slumbering conscience and little by little our intended programme becomes a fading memory until at the beginning of the succeeding year, we wake up to find that we are back again at the old starting point with little that is tangible to show for the year's grind.

This is in a measure true of all lines of trade, but particularly so in the heating business. Where one dealer succeeds, nine find on investigation, or would find if they did investigate, that their losses in this department very nearly offset their profits; but right here is the difficulty. Comparatively few hardware or furnace dealers have a system which enables them to determine the actual cost of their heating work, and so they go on year after year, eternally pegging away, but never making any real progress.

General Causes of the Trouble.

Of course, in trying to get at the root of this almost universal complaint among heating men, we are bound to realize at the outset that there are numberless causes which contribute to success on the one hand and failure or lack of success on the other, but that there are certain general causes which account for a large proportion of the trouble there can be no doubt in the minds of those who have taken the trouble to study the situation. In a general way these causes may be classified under the following heads:

First—Underestimating the actual cost of heating materials, labor, freight, etc., due to lack of plans to estimate from.

Second—Hit or miss methods of installation, leaving much or all to the discretion or indiscretion of workmen with limited experience.

Third—Promising and attempting to do impossible things, with the idea that it will work out all right somehow, or that the dealer will not be held strictly to the guarantee by his customer.

Fourth—Making verbal agreements in lieu of regular contracts, with no stipulations in regard to payments and no stipulations covering the materials to be used.

Secure Plans and Estimates.

Before attempting to find a remedy for these business ailments, it is well to consider first that few hardware dealers can spare the time to lay out heating plans even if they have the facilities and necessary materials, but without plans the dealer is almost wholly dependent upon his workmen so far as installation is concerned and completely at sea as regards the cost of materials required. There are tables published for the purpose of enabling the dealers to approximate the cost of residence work it is true, but without plans these tables are comparatively useless, for what would be the advantage of

estimating the cost of materials needed to instal a plant one way, when it may be put in in a way entirely different.

It would seem therefore, that the best and most practical solution of the difficulty for the average dealer is to secure plans and estimates for every job, or at least every one that is at all out of the ordinary, and to order materials in accordance with the plans. In this way the dealer knows exactly how much the plant will cost, even to the freight, and it is not necessary for him to tie up money in a stock of heating materials.

Another feature of this method is that the dealer can turn the work over to his foreman with the assurance that the plant will go in according to the latest and most approved methods and with the knowledge that the possibilities of subsequent trouble and expense due to imperfect installation, is reduced to a minimum. Moreover, there is not much danger of such a plant falling down when put to the test, for if the engineer who lays out the work has the necessary information regarding the character of the building, wall exposure, glass surface, etc., he is not apt to recommend too small a heater or insufficient connections, nor will he deliberately attempt what he knows by experience is not likely to give perfect satisfaction to the user.

Contract Form is Necessary.

The necessity for some kind of a contract form will become more and more apparent as the volume of heating business increases. This contract should specify in a general way at least, the materials to be used and the labor to be performed. Usually the owner provides for the carpenter work, guarantees a good flue and sometimes furnishes foundation for furnace. All this should be specified in the agreement. In large school or church heating, all carpenter and masonry work should be included in the general contract instead of in the heating contract, and in all contracts, the terms of payment should be specifically stated, as well as the price.

Armed with heating plans, estimates, and contract forms, the dealer is prepared to go after the heating business with at least a fair chance of winning out.

HINTS ON FALL FURNACE WORK.

R. W., in the Metal Worker.

This is the time of the year when the man sent out to do furnace repair work is asked many questions. If he has not been properly prepared, he will be at a loss to satisfy some of the customers and thereby lose their good will and his employer wil suffer accordingly.

Too many furnacemen fail to realize that one of the complaints from a furnace when it is first ignited up in the fall is the result of leakage from the combustion chamber into the air flues. This can invariably be remedied by cementing around where the coal chute comes up against the feed door frame or the front of the furnace. Some men go so far as to cement carefully this and then take a hammer and pound the cement all around the opening to drive it in tight. They then re-cemented it so there will be no crevice or crack that is not filled to prevent any leakage of gas at this point.

It is useless to use the very heavy guages of sheet iron for making the smoke pipe. We have found that No. 24 gauge galvanized material, whether it is steel, open hearth, Bessemer or so-called iron, gives about as good satisfaction as if a much heavier grade is used. In our city, which is near the sea coast, it is useless to expect the smoke pipe on a furnace or boiler to last more than two years unless particular care is taken to burn occasionally during the summer season a large bundle of paper in the pipe to dry it. The object is to get a current of dry air through the pipe to absorb the moisture which would otherwise collect in it and would unite with the soot and form creosote, which is hard on the material when aided by the flux that is used in applying the galvanizing.

Some furnacemen have not as much faith as they should have in burning zinc in the fire the first time that a good coal fire is going. The fumes of the zinc have the effect of disloging the soot all along the flue from its walls and causing it to drop down to the bottom of the chimney, where it can be readily taken out, providing the flue is straight from top to bottom. If the flue has an offset at any point this is likely to cause the soot which falls from the walls to lodge on the offset and choke the flue, making it necessary to remove it by some other means. However, when zinc is burned in the chimney the soot will fall, clearing the flue. The full efficiency of the heating apparatus consequently can be derived from having the full benefit of the draft of a clean chimney.

Another hint that is helpful to the people whether in reference to their uncovered plumbing, steam, hot water, smoke or hot-air pipes is to keep the windows of the cellar closed during the daytime and open one in each end at the night during the summer or hot season. The ordinary atmosphere in summer contains considerable moisture, and if brought into the cellar is sure to condense on the walls or the heating apparatus or anything else that is colder than the atmosphere. By keeping the windows closed during the daytime there is no possibility of this warm, moist outside air getting into the cellar, and if the windows are opened at night ventilation will be afforded to keep the cellar clean and sweet. The air entering them is as cool as the various articles that are in the cellar and in consequence there will be no condensation. The walls, the floor and everything else will appear to be perfectly dry when the windows are closed again in the morning. Of course the ventilation of the cellar is important, but if over-ventilation from having the windows open continually is accompanied with a dampness that leads to decomposition, mold and general destruction it is well worth while to try the experiment of ventilating at night only. Some people entertain an entirely erroneous idea that night air is to be avoided, but whatever the basis, it does not apply to cellar ventilation.

HOW TO MAKE A HYGROMETER.

There is an economic as well as a healthful side to the matter of having the proper degree of moisture in our indoor life, says E. R. Pritchard, secretary of the Chicago Department of Health. It is a well known fact that a room is more comfortable at a temperature of 68 degrees and a relative humidity of 65 per cent. than it is at a temperature of 72 degrees and a relative humidity of only 30 per cent. In fact, it has been determined that, as a rule, indoor air contains far too little moisture, probably 40 per cent. less than that found out of doors. This means that the air in most of our homes is dryer than the dryest climate to be found anywhere on earth.

When the air in our homes or working places is lacking in moisture it tends to produce pneumonia, catarrh, bronchitis and other diseases of the respiratory tract. The dry atmosphere absorbs the moisture from the lungs and membraneous linings of the air passages, thus causing irritation and disease. With a hygrometer it will be easy to tell, approximately at least, when the air is too dry, and with just a little care and attention much more healthful conditions may be maintained.

How to Test Air.

While it is comparatively an easy matter to provide means of moistening our indoor air, it has not been so easy to determine the degree of humidity; that is, to tell whether the air is too dry or too moist. This is determined by an instrument called a hygrometer. An instrument of this kind that is thoroughly accurate can be made by using the following formula:

Cobalt chloride	5 drams
Sodium chloride	150 grains
Calcium chloride	40 grains
Gum arabic	80 grains
Water	2 ounces

Dissolve carefully, and then soak thin white muslin in the solution and wring dry; when dry, cut into strips for use and hang up in rooms where indications are desired. The muslin strips when dry are blue; when moist they are pink or red. If the air in your room contains 70 per cent. humidity, the muslin indicator, prepared as directed, would show pink. If there be only 60 per cent. or less, the color will be blue. If the strip assumes a greyish color, inclining to pink, it would indicate a temperature ranging from 68 to 72 degrees, with

a normal and, therefore, healthful degree of humidity in the air.

STANDARDS OF VENTILATION.

In a paper read before the American Society of Heating and Ventilating Engineers, Dr. Evans said that there should be humidity standards. Air which is too wet or too dry is unhealthy and uncomfortable. If it is too dry it dessicates mucous membranes; hence it determines infections. If it is too moist its conductivity is too high and it determines infections. To hold the humidity fairly uniform permits of comfort under wider ranges of temperature. It permits of more air currents.

Suggested standard: 60 to 80 relative humidity, or 10 to 20 degrees maximum difference between inside and outside humidity. The method of determination is by the wet and dry bulb thermometer.

He also stated that probably a temperature standard is the most imperative of all. It is also the most easily inspected and judged.

Whenever the temperature of the air of a room mounts higher than 70 degrees, the air of the aerial envelope of the human body and the air of the breathing zone has practically no tendency to displace itself. It is therefore both unhealthy and uncomfortable.

If fresh air can be blown against the body or into the breathing zone with sufficient force to displace the air of these locations, higher temperatures are harmless. In other words, the body purges itself of the harmful contents of exhalation and expiration by heating the air in which they are discharged. This as a force is ample so long as the environment is, say 65 to 68 and below.

If the temperature of the environment passes this point harm results, unless currents of the same or greater power are substituted therefor.

ENAMELED WARE SPECIAL SALES.

Modern merchants have developed the special sale into an established institution. Every store needs a sales stimulant at times. There are some merchants who make a practice of putting on some special stunt twice a year, in the spring and in the fall as a sort of tonic for their business.

A sale of enameled ware can usually be carried out successfully in a hardware store for the reason that at any season of the year there is sure to be a demand for enameled ware. The housewife needs it for scores of everyday duties and she is always ready to buy when a special inducement is offered.

For the purpose of bringing farmers to the store to see other lines of fall merchandise, such as stoves, ranges, lamps, lanterns, horse blankets, carriage robes, etc., there is no better plan than to put on a special sale of enameled ware.

Prices need not be greatly sacrificed. Advertising will bring the people in if prices are mentioned freely.

SOME STOVE SELLING SUGGESTIONS.

By G. H. Dirhold.

In order to get the best and most profitable results from his stove business, it is essential that the hardware dealer thoroughly master the line of ranges he sells, so as to be able to talk and present them to his trade in such a confident manner as will enable him to overcome any and all other range competition in his town. I have frequently found a hardware dealer with ranges in his store who could not make any comparison whatever between what he had for sale and what his competitor had. I have seen clerks who were showing ranges who said: "This range is the best made. We sell more of these ranges than our competitor does of the kind he has." And relying upon a general statement he is not sure is correct to influence and make the sale.

The hardware dealer should be able to tell his customer and show him that every range statement he makes is true. Ranges, more so than any other specialty, have an individuality of their own, and the question of reputation, as well as meritorious and exclusive features are, therefore, most potent factors in their sale. The hardware dealer who aims to be a successful range salesman, will study his line and strive to have a thorough knowledge of his range and at the same time be thoroughly familiar with the ranges he meets in competition, yet never referring to a competitor's line unless absolutely obliged to do so. And, under no circumstances, speak of a competitor's goods in a mean, disparaging manner.

The successful, observant hardware dealer handling ranges, through coming in contact with a large number of customers and their peculiarities, will pick up ideas which will greatly assist him in the sale of his particular range. He will gain the good will and friendship of his customers by imparting knowledge thus acquired besides taking pains to explain fully and in every detail the strong features of his range, especially the new points as they are brought on the market from time to time.

Tell Customers Specific Things.

If the range has a large, roomy oven, tell your customers so and dwell upon the convenience of the open door as a handy shelf in basting, etc. Next call attention to the lining and finish of the oven. If it has an oven thermometer and is especially strong in quick baking, attention should be called to this. If the range can be taken apart and put together easily, dwell on that point, too. Show how easy it is to insert repairs that may be needed, for any range will wear out in time. Cover the general construction, make your customer familiar with all of its good points and then show her how easy it is to start and regulate the fire, for that indicates one of the important features of the range, as much as anything else. And be sure to call attention the different drafts and how they regulate the fire and control the heat of the oven. Also point out the grate and ash pan and how easily they are removed, and if the grate is for wood or coal, or for both, and how easily cleaned, harp on that.

Go Into Details Fully.

Little things count in showing up ranges, as much as the greater ones. If you have a copper reservoir, show the advantage, or if your range is not equipped that way, show why it is not needed. If you have a water front for pressure boilers, one of the kinds that are sold in all of the large cities, because of its convenience and ample water heating capacity, show its use of operation. If you happen to have one that is easily connected, call attention to this, also. In a nut-shell, show up all the good points and as strongly as possible, and end your story somewhat like this:

"Now, Mrs. Blank, we claim a whole lot for our range, but we are ready to back up everything we say. Why not let us place a blank range in your home? You try it—if it doesn't suit you—if it doesn't do all that we claim, we'll remove it." You know that if it is not satisfactory, it would come back, anyhow, and if you are selling a range that you have confidence in and have talked it up honestly and fairly, you are perfectly safe.

To briefly recapitulate, if you would successfully sell ranges, act as follows:

First—Advertise in your local paper, so as to catch the attention and interest of the woman who needs a good range. Supplement this with store and window displays and regular range campaigns during the fall and winter months.

Second—Tell the people something that is something about your range. Give them a strong Anglo-Saxon talk on the oven thermometer and what it means to the housewife. Tell them about the good material in your range and explain the difference in range wearing qualities—between sulphur charged iron and silicon iron. Also, the scrap-iron affairs of unknown composition. Give a short talk on "free-trial" tests.

Third—If a customer leaves you and buys from your competitor, don't get mad. Learn what you can of his purchase and profit what you can by this experience. He may in the end, have helped your range business more than he has helped his own.

Some dealers in small towns have been very successful in selling ranges by allowing a clerk or two to take a wagon, in the dull harvest time, loaded with ranges, and get permission from a responsible farmer who has not already a range, to set it up, let him try the range for a week or two with the almost certainty that the sale was made right then and there, because it shows the utmost confidence in the range.

Patterns for the Tinshop

Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

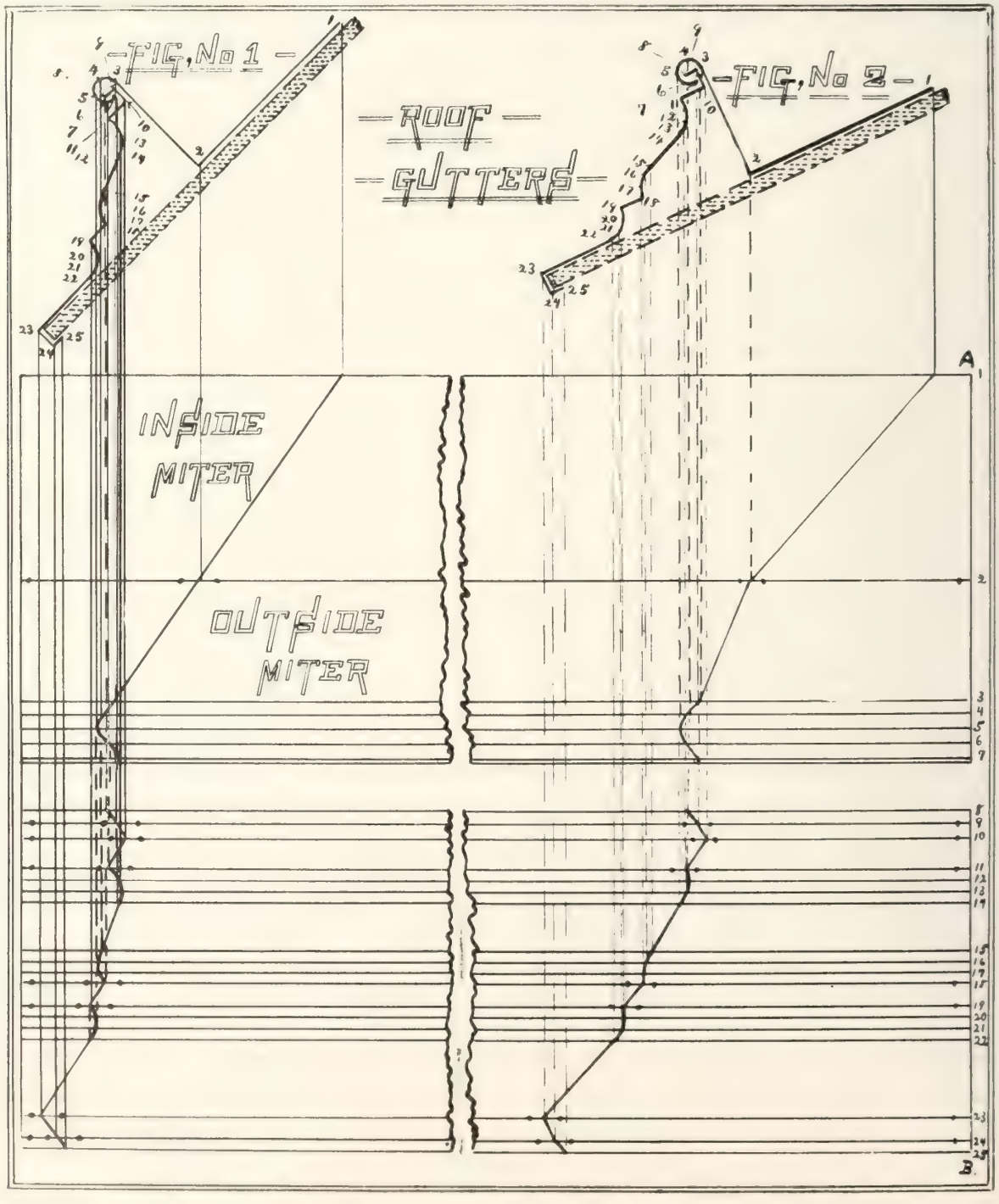
ROOF GUTTERS.

Fig. 1 shows the roof gutter on a half pitch roof, and the method required to develop patterns for the inside and outside miters for same. Fig. 2 shows the same gutter on a roof of less pitch. The patterns for Figs. 1 and 2 are developed by the same method, the only difference being in the placing of the profile of the gutter at the required pitch of the roof.

First draw the roof line at the required pitch of the roof and place the profile of the gutter on the roof line as shown. Next, space all curved parts into a convenient number of equal parts, as shown by Figs. 1-25. Next draw stretchout line. Place T-square at right angles to the line A B, and draw lines from all points between 1 and 25 long enough to meet the lines dropped from the profile of the gutter. Next place T-square parallel to the line A B and drop lines from all points in gutter to lines corresponding numbers in stretchout. Then trace a line through the intersecting points in the stretchout, and you will have the patterns required. On one side of the miter line is the outside miter, while on the other side of the miter line is the pattern for the inside miter.

CAPACITY OF TANK.

A correspondent from Brandon, Man., asks for the factors to be used for finding the depth of a cylindrical tank to hold a given number of imperial gallons,



the diameter of the tank and the required number of gallons being given.

To find the required depth multiply the factor opposite whatever diameter you may select by the number of gallons required, and the product will be the answer.

Example: "A tank is required to hold 1800 gallons, and you want it to be 75 inches in diameter. By looking opposite 75 in the table you will find as a factor .062763, and this multiplied by 1800 (or the number of gallons) gives for a product 112.973 or practically 113 inches, which is the answer, for a tank 75 inches diameter and 113 inches deep will hold 1800 imperial gallons.

"Again you may want a tank to hold 475 gallons, and you select as its diameter 50 inches; now by looking opposite 50 in the table you will find .1412141, which multiplied by 475 (the number of gallons required) gives for an answer 67.07. This is the required depth."

Note:—The decimal point must be properly placed in each product.

Diameter.	Factor.	Diameter.	Factor.
50 inches	.1412141	80 inches	.055161
55 "	.112498	85 "	.048863
60 "	.098056	90 "	.043584
65 "	.08356	95 "	.039011
70 "	.07722	100 "	.03530
75 "	.062763		

To Find the Capacity in Imperial Gallons of Any Cylinder:—Square the diameter in inches, then multiply by the depth in inches and divide by 353 in every case.

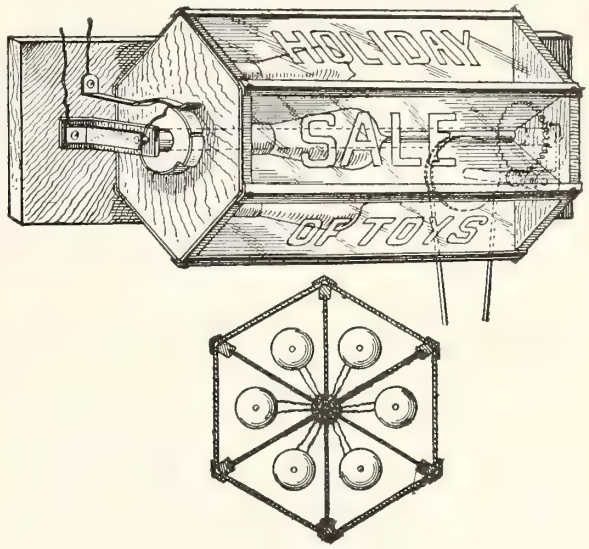
Example:—"What is the capacity of a tank 75 inches in diameter and 113 inches deep? Then 75 x 75 equals 5625, which multiplied by 113 equals 635625, which divided by 353 gives for an answer 1800 gallons, which is the correct capacity."

A HOME-MADE DISPLAY SIGN.

A novel electric sign which makes a very attractive decoration for the store window is shown in the accompanying sketch reproduced from the Scientific American, and it should prove a trade getter during the winter season.

It consists of a small, round wooden shaft, on which are fitted two wooden hexagonal end pieces. These are connected by six wooden strips, one at each corner. Each strip has a saw kerf in it, extending from one end to the other. The center rod is also provided with six kerfs mating those in the peripheral strips, and tin partitions are inserted in these kerfs, as shown clearly in the sectional view. Six pieces of glass are fitted to the strips, being held in place by means of metallic cap pieces, permitting them to be slid out at either side if desired. The shaft is fitted with two metal pins, one at each end, to provide a good bearing. The sign is revolved by means of worm gearing connected with the shaft and driven by a small motor. The glass slides of the sign may be decorated in any fashion desired. Within the compartments of the sign, electric lamp globes are placed. These may be either clear or of any color desired.

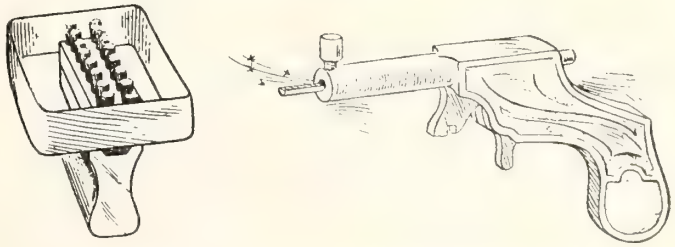
A good plan is to place three lamps in each compartment, each of a different color, so that different color effects may be produced. The lamps are all grounded, so to speak, to one of the pins at the end of the center shaft, and this, as will be observed in the illustration, projects through its bearings and bears against a leaf spring, forming one terminal of the line circuit. Mounted on the projecting portion of the shaft is a commutator or a series of commutators, with



which the other terminals of the lamps are connected. A brush bearing against this commutator completes the circuits. The commutator sectors are variously connected with the lamps, so as to provide any desired color effects, as the sign revolves. It is preferable to provide a break in the circuit as each glass slide moves to or out of the reading position, so that the eye will not be confused; but as each sign comes into view, it will flash out abruptly, thus attracting attention.

FISH-SCALING BRUSH.

In scaling fish with the ordinary knife or scraper, the scales fly in all directions, but with this scaling brush, invented in France, the flying tendency of the scales is hindered. The brush is made of steel wire and is surrounded by a metal guard.



LIGHTING GAS WITH SPARK-PISTOL.

A unique lighter for ordinary gas jets, gas stoves and auto lights is being manufactured in the form of a toy pistol. Pressure on the trigger causes a series of sparks to issue from the muzzle. These sparks are like those of Fourth-of-July sparklers, and do not burn, although they ignite the gas. Pressing the plunger in front of the trigger re-engages the latter for use again. Each charge lasts for a considerable time.

Window and Newspaper Advertising

PULLING IN THE STOVE BUYERS.

By C. A. Eddy.

There is one advantage in advertising by means of attractive window displays, which no other method possesses. This advantage is that in advertising goods in your windows, you show them as they actually are. In newspapers, circulars, booklets, and advertising matter of that sort, you have to depend largely on type for description, and even when you show illustrations they do not show the goods as they actually appear. With window displays you can show the goods just as they are and there is something about an attractive window display that seems to be a veritable magnet in drawing people inside the store.

There are many ways by which a merchant can trim his windows for stove displays during the Fall months. It is not necessary to go to a great deal of expense in doing this, either, but the more time you give to a good window display the more returns it will bring. A simple display which can be used in connection with stoves is the display recently used by a merchant who had a window about 14 feet wide, 10 feet high, and 13 feet deep. He placed one large steel range in the center of the window, and the material used on the sides, top and bottom was white cheese cloth. The window was lighted with six 32-candle power lights, placed in a reflector at the top and in the front of the window. This arrangement threw the light directly on the stove.

This was a very simple and inexpensive display, but the advantage of it was that the entire window was focused on the stove and there was nothing to detract from the one stove which they were showing that week. A simple display will, as a rule, make the most direct appeal. The manner in which the stoves are arranged and the number shown depends, of course, on the shape and size of the window. In some windows it is a better plan to show only one stove, in others, where space will permit, three or four stoves can be shown to advantage.

The best plan to follow, however, is to concentrate on your stoves. For instance, one week show an attractive display of Base Burners, follow that the next week with Steel Ranges, then Cast Ranges, or whatever the merchant happens to carry in stock, which he desires to push. Whatever the size of the windows, however, do not crowd the stoves, as they do not show to advantage when crowded together.

In trimming a window for a stove display, too much fancy trimming should not be used. A very inexpensive and excellent material is Atlantic Bunting. Cheese cloth can also be used to good advantage. It may be pleated, hung in loose folds or stretched tightly with good effect. Another good background can be made by using the zincs or stove boards placed side by side to cover the entire back. This can be occasionally relieved by stove pipe used as columns across the top of the back cover. Elbows can be fitted in to finish off the tops of the columns.

In showing stoves, base burners especially, the most effective and attractive method is by lighting them on the inside with red or yellow lamps, or by placing red tissue paper inside the mica doors. An attractive base burner display can be made by placing a stove in the middle of the window and beside it a bucket full of coal with a card something like the following: "This stove will heat a room 12 x 16 feet for 12 hours without any attention." If the coal were emptied on the floor of the window the effect would probably be more striking. The same idea might be used with a wood stove, substituting chunks of wood for the coal.

Keep Windows Perfectly Clean.

One of the main points which a hardware merchant should know regarding window displays is that the windows should be kept perfectly clean at all times. An attractive and artistic window does not cost any more taxes or rent than a repulsive, ugly show window, and a dusty pile of goods. It is the window with the novel, striking, catchy display which takes the public's eye and never fails to increase trade.

The showing of price tags in connection with a window display is a matter which must be settled by each individual merchant. The value of price tags in the windows depends to a big extent upon the locality in which a merchant is doing business. From the experience of a large number of merchants, however, it has been found that price tags in connection with window displays help the sale of the goods. It is an actual curiosity which people usually possess to know the price of the article which they desire to buy.

If in your window displays you have the price tags much



A Stove Demonstration Window Trim.

time is saved by people coming in asking the price of the goods shown in the window. If the prices are what they desire to pay they can tell at a glance in the window displays, and then when they come into the store the hardest part of the sale is already made for you.

Importance of Displays in the Store.

If your windows are properly working for you the next thing is to turn your attention to the displays inside your store. Nothing helps the sale of stoves better than a well arranged stove floor. If you yourself are going to buy goods isn't it the well kept articles that appeal to you more than those that are piled in a heap, shoved in the corner, and left to get dusty and dirty from lack of attention? Of course, it is. It is the same in selling stoves. People instinctively are interested in the stoves nicely blackened, the nickel well polished, and the whole stove made so attractive that there is a desire upon the part of the buyer to possess a stove such as this for the home.

It isn't a hard matter either to give a little attention to your stoves, especially during the Fall months. A short time every day spent in keeping the nickel well polished and

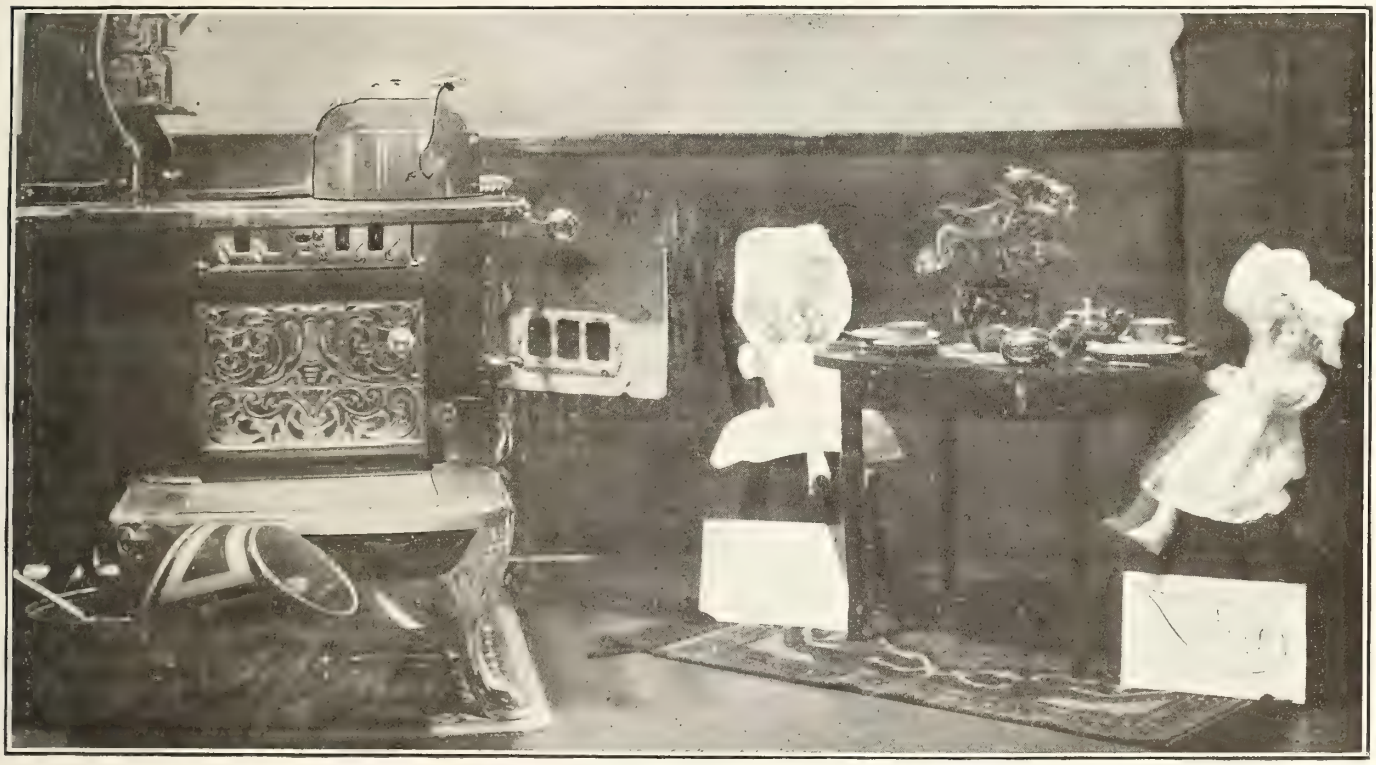
brightened, and well blackened, will pay you many times over in the increased sales you will make.

In displaying stoves many successful merchants have found it a good plan to place their stoves upon stands or rollers. This sets the stove up from the floor and gives your salesmen an opportunity of moving the stove around so that the customer can see the front, back and side. Usually the stove buyer wants to see the inside, outside and all parts of the stove, and you can explain the features of your stoves more satisfactory and quicker if you arrange your stoves so that they can be easily moved around.

In the average store there is not room for a sufficient space being left between the stoves so that the customers can walk between them and examine the stoves at their leisure. This is an ideal arrangement, providing you have the room, but the next best plan is to put them on trucks or wheels of some sort, so they can be moved as necessary.

A Separate Stove Department.

Another feature, which many merchants have introduced into their stores, is to have a separate stove department. This is usually in another room, where nothing is shown but stoves.



Stove Window arranged by Ray Best, for Best Stove and Hardware Co., Peterboro.

This plan gives the merchant this advantage that when people are interested in stoves he can bring them into his stove room and their attention is not distracted by customers coming in to buy various articles and getting their mind off the article which they are desirous of buying.

Then, too, by having your stoves in a separate department, even though you do not carry a large stock, it makes a more favorable impression when the stoves are all together than when they are spread out in a large space, as is the case in a large number of stores.

In displaying stoves the writer is a firm believer in the value of attractive cards dwelling on some particular feature of the stove. With the aid of these signs a customer can take in at a glance the features which you desire especially to impress upon them. It might also be a good plan to have price cards on your stoves, so that when customers come into the store and are not waited on at once they can get an idea of the priced stoves you carry, and possibly select one at a price which they can afford to pay. It is also a good plan to use the advertising matter which the various stove manufacturers furnish to the dealer. For instance, if you have any attractive cards or any sort of signs which will make your floor look better, use them. These helps all serve to back up what you are telling the customer, and they go a long way towards making a favorable impression for the stoves you are selling.

Know the Stoves You Sell.

In connection with the displaying of stoves on your floor, every merchant should make it a point of insisting that his salesmen know thoroughly about the stoves they are supposed to sell. It is an actual fact that in a large number of hardware and furniture stores, where stoves are sold, the salesmen do not know one-half the vital selling points of the stoves, which they should. They pick up a few talking points which they believe will be enough to carry them along and possibly enable them to make a sale. They do not take the time and effort necessary to take a stove apart and find out why it is different and better than those sold by a competitor, why it is an advantage to people to buy a certain style of stove and why it will save them money in buying a certain stove.

If every merchant would insist on his salesmen knowing why the line of stoves he is selling is better than the other kinds, he would find his sales would increase at least 25 per cent. There is nothing that helps the sale of goods more than that a salesman know thoroughly what he is selling. He cannot sell goods on a bluff and, if a customer finds that a salesman does not know the points about a stove, which he is supposed to know, they lose confidence, and many sales are lost for this reason. It will pay every merchant to spend some time with every one of his salesmen going over his line of stoves, and explaining any points or features which the salesman is not thoroughly acquainted with.

To-day the success of your business and the success of every hardware merchant, depends to a big extent on the way the goods are displayed. Newspaper advertisements are essential, personal followup letters to your customers are of value, but you are losing one of the greatest aids which you need in your business if you do not use your windows and your interior displays to the best advantage.

The stove season is practically upon us, people will be watching the newspapers for stove advertisements and passing by your store every day. Pull them in with the aid of your windows—after you get them in don't let them get out

without being favorably impressed with your line. You can do this for a certainty if your goods are well arranged upon your floor and the stoves well blackened and made attractive.

DOLLS DRAW ATTENTION TO STOVES.

The great object in window trimming is to attract the attention of passers-by, and this applies to stove windows as well as to any other class of goods.

Ray Best, of the Best Stove & Hardware Co., Peterboro, is a strong believer in using out-of-the-ordinary ideas to attract attention, and his experience is that special trims bring customers into the store.

Last fall Mr. Best featured a tramp scene in his stove window, the hobo sitting at a table eating a meal, while across the window was a coal range with a kettle steaming away, making a scene very lifelike. In February, during the retail hardware convention, Mr. Best varied the trim slightly by featuring a dolls' tea-party in the window, as a drawing attraction for the range. The window is illustrated herewith and the idea can be repeated by other hardwaremen who recognize the advantages of special features of this kind.

DISPLAY ENAMELWARE IN FRUIT SEASON.

From June until October there is a good opportunity for hardware and stove merchants to sell enamelware if attention is given to the proper display and advertising of the articles of kitchenware required for fruit canning. Saucepans, fruit funnels, collenders, preserving kettles, measuring cups, spoons, strainers, paring, mincing and slicing knives, and fruit presses, are all seasonable lines which ought to be shown in the window and advertised in the local papers.

What woman can withstand the desire for bright, shining kitchen utensils to replace her worn-out equipment, if the desire is created by the local merchant. It means profitable sales for the merchants who make an effort to push these goods.

An attractive arrangement of preserving kettles, etc., is shown in the accompanying engraving, the lay-out being one



Suggestion for an Enamelware Window Display.

which any clerk with a few boxes, boards and dark cotton can put together.

A JULY "WASH DAY" WINDOW.

Written for the Journal by W. J. Illsey.

One thing which appeals to all mankind is the curtailing of work. Any appliance or "new thing" which makes for easier doing of necessary work appeals to your nature. This is specially true of womankind, and as they make up (or should) a big proportion of buyers of household hardware, we will endeavor to describe a window display which is not hard to put in and which will surely bring results—a "wash day" window.

Now, as wash day is the cleaning day, you must have everything about your show window clean and bright. First, be sure the glass is spotless; next, have new cheese cloth draped at the sides and back and covering the floor of your window.



Layout for a Wash Goods Window.

In the centre place your most attractive range, which should be one with warming closet, and run the stove pipe as if going into chimney. Put price card on the range, as "OUR LEADER, PRICE $37.50," about 5 x 11 inches in size. On one side of this build up a pile of wash boilers. On the other side a washing machine also priced. If the boilers are extra good value put in a card saying so and give the price, as "REALLY WORTH $3 EACH, THIS WEEK SPECIAL, $2.25."

At the back and sides long looped clothes line of wire and rope, also ironing boards, sleeve boards, and clothes horses, wash boards, pails, etc. On the bottom and along close to the glass space sets of smoothing irons, electric irons, clothes pegs, pails, wringers, mop-sticks, mop wringers, etc. Have price cards of all prominent lines. If you have room, put in two or more washing machines with price on each. Also wash tubs of different wares, tub stands, etc. The idea is to show as many labor savers as you can for use on wash day.

If you want simply to exhibit stoves and ranges for a July or August window, your work is not hard. White cheese cloth is always a good stove background, and sets the display out to much better advantage. Select your stoves to be shown; have price cards made for them 5 x 11 inches in size, and place the ranges in window at back and not too much crowded. Fill in the background space with your nicer line of enamelware and general utensils. Light blue looks very well indeed in contrast to the black stoves and against the white cheesecloth.

All space remaining in front of stoves may be filled up with smaller lines of wire goods, smoothing irons, cast iron utensils, kitchen knives, and general kitchen ware. Use two large cards with any average display. "STOVE VALUES ARE HERE FOR YOU. COME IN AND LET US SHOW YOU OUR LINES." "NO TROUBLE TROUBLES USERS OF OUR RANGES. WE SELL ONLY THE BEST."

The Cochrane Hardware Co., which took over the business of the Hon. Frank Cochrane at Sudbury a few months ago, and the Moore & Brown business at Sault Ste. Marie more recently, now has five travelers on the road representing their wholesale department.

Seasonable Hardware Advertising

Readers of the Journal are requested to forward samples of their Ads., Circulars, etc., to the Editor.

ADVERTISING STOVES AND RANGES.

Not long ago I called at a retailer's store in a certain town and was unable to see the proprietor for some time, for the reason that three or four traveling men were waiting their turn to see him. Being seated near the railing which surrounded his desk I could not help hearing the conversation that passed between him and the different salesmen who were trying to sell him goods. It seemed that he cared little for quality, name, reputation, or anything else connected with goods, except price. He made every effort to have each man cut his price; in fact, spent about twice as much time with each man as would have been necessary to have bought ten times as much as he really needed.

Becoming restless I picked up the local paper and began to look for this merchant's ad. It was easily found, as he had a good sized space, well located in the paper, but it was plain to be seen from the matter that filled the space that it had been hurriedly thrown together, regardless of its pulling power, and it was not worth ten cents on the dollar from an advertising and business-getting standpoint. It struck me as very foolish that the highest priced man in the store should waste his time in trying to save a few cents in his buying and on the same day waste several dollars by slackness in advertising?

But there are many short-sighteed merchants who haven't yet learned that profits are made in the selling rather than the buying end of the business, and that advertising by circular letter to the names on the store mailing list, and in the local newspaper, is one of the most fruitful means of increasing sales.

Going through a number of Canadian papers for store advertisements I ran across one sent me by a Haldimand county hardwareman, in which a stove dealer was advertising gas ranges as useful Christmas presents. That was a good ad. last December, but a decidedly poor one to be running in June. Change your ads. frequently, every issue if possible, and if you haven't a liking for ad. writing, ask your clerk or wife to do it, or make your order for advertising conditional upon the newspaperman writing the ads. for you.

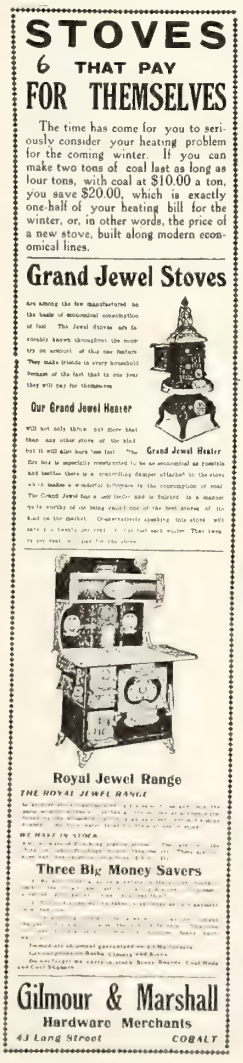
Advertising a Stove Demonstration.

The Saskatoon Hardware Co., conducted a four days' range demonstration last October, and by taking a liberal space in the local papers (see ad. No. 1), drew large crowds to the store, the demonstration proving a big success. While "hot biscuits and coffee" were not specifically mentioned in the ad., emphasis was made upon the fact that the demonstration was free.

There is probably nothing that will attract larger crowds to a hardware store than a demonstration where something is baked and given to customers to eat. Where this is done it will pay to arrange a model kitchen, with a kitchen cabinet, sink, range, boiler, etc., as buyers of stoves are also likely customers for kitchen utensils and other equipment.

Next to a demonstration a tall wheat or tall corn contest, with a range or base burner as a prize, or a drawing for a range at an exhibit at the fall fair, are probably the best means of exciting interest in the stove department.





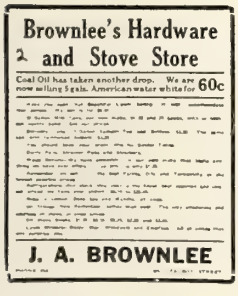








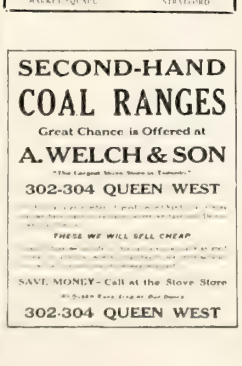














Samples of Stove Advertisements taken from Canadian papers

Immediate sales can be made, but equally as important is the securing of names of prospective customers.

Two Column Ads. Popular.

The most popular space taken by hardwaremen in local papers is the five or six inch two column size, over half of the ads. reproduced being of these proportions.

No. 2 is built along good lines, seasonable lines being featured, and prices quoted. But it lacks strength and pulling power in the heading. The first two lines might better have been omitted entirely and the drop in coal oil emphasized in larger type.

No. 3 has many good points. The heading is suggestive, and the reading paragraph in telling of the arrival of a car load of heaters and drawing attention to the window display was equally catchy, especially when followed with the prices quoted. The firm's addresses might have been brought out more clearly, however.

No. 4 repeats the firm address top and bottom, an unnecessary use of space, which could have been taken up with a headline, this allowing more descriptive reading matter below.

No. 5, featuring a bargain sale of second hand ranges, is displayed too much to be effective. A big feature not brought out in the display is a month's trial offer, with a refund of the purchase price if not satisfactory.

No. 6 is a particularly strong ad., occupying two full columns. The heading is catchy and the talk on coal saving is convincing. These are followed by a sensible talk on heaters and ranges, winding up with a guarantee, and offers to deliver and set up, to take old stoves in exchange.

No. 7 brings threshers' supplies into prominence, there being a big trade in these in Moosejaw. Mr. Buchanan's motto, "Quality is the safest economy," deserves the emphasis put upon it.

No. 8 is one of those personal talks which appeal to most buyers. You can imagine you are talking to Mr. Muirhead, so easily does he suggest a new stove, some stove repairs or the cleaning out of your stove and furnace pipes. The ad. is well described by the heading, "Stove Talk."

In No. 9, Conn, of Tillsonburg, offers some special prices for fruit canning kettles. The heading, "Bargains," should have been more complete, however. "Fruit Time Bargains," or "Bargains in Fruit Kettles," would have attracted more attention.

No. 10 says the "Kootenay range is as good as it looks," but Roycroft and McGregor will find many of their customers are from Missouri. They should have tried to "show them" by a descriptive paragraph in the ad.

In No. 11, Turnbull & Cutliffe, Brantford, announce one of the special tin and enamelware sales they feature "between seasons" in summer and winter. They have been very successful in these sales, in which they advertise "first class goods at second class prices."

No. 12, a Canora, Sask., announcement, departs from the two column style and uses a single column space to fair advantage. The same space, two columns wide and half as deep, would have had a more striking appearance.

In No. 13 the Lawrence Hardware Co. use a small double column space very effectively featuring early summer lines.

No. 14, a Vancouver announcement, is a particularly good ad., featuring a single line of ladders.

No. 15 is a far better ad. than is usually found in the country newspapers. It is well arranged and brings to the attention of buyers a large number of seasonable lines.

Some Good Stove Talk.

From a Vancouver daily paper the following live talk is clipped:

"It surprises us that so many people in buying their first range consider the question of price before efficiency. What are a few dollars when a purchase to last the best part of a lifetime is to be made? We do a big range business. We have them at all prices—$30, $40, $50, $60, $70 and more. At each of these prices we endeavor to give the best possible value for the money. But is it reasonable to expect that a $30 or $40 range is going to give the same all-round satisfaction as a $70 range? No; certainly not. The best range made is not a bit too good when you consider that it is used to prepare more than 900 meals a year. Our best range is the . . . . and if you are contemplating buying a range we ask you to see it. You might buy it on the strength of its appearance, for it is the best looking as well as the best made range. But we will demonstrate where the superiority lies. A chance to show it in competition with any or all other ranges is all we ask from you, in four sizes, at **$67.50, $70.00, $72.50,** and **$75** respectively. Prices include setting up in your home."

That's the kind of talk that makes sales. Put some of it into your ads. and watch results.

M. Weichel & Son, Elmira, in their "Store News," talk to customers just as they would talk over the counter, and that's the way all should try to advertise. Here are two sample paragraphs:

> We have two **Vacuum Cleaners** for hire. Get your order in early, otherwise you might be at the tail end of the procession. Costs little to use—nothing to keep. 15c. by the hour—no more.
>
> One of our new **Imperial Washing Machines** would make wash day so easy for the wife, and a **Royal Canadian** Wringer added would make it doubly so. $11.00 will buy the two hardwork savers.—We have cheaper ones, but we always like to sell these, because they give such good service. Won't you make it easy for her. Come in and let us show you.

Taylor's News, in their New Liskeard store paper, on May 19, said:

> The fly season is now opening and they are showing themselves in limited numbers. It only takes ten days to complete a generation in warm weather. You know what to expect aside from being a nuisance. Doctors and experts tell us they are great disease carriers and a constant source of danger in the house. Window and door screens are your greatest protection, and we have them in all sizes and styles. Plain screen door with spring hinges, pull and catch, $1. Fancy varnished screen door with spring hinges, pull and catch, from $1.50 to $2.25. Screen windows, 20c. to 60c.

SENSIBLE TALK FOR A STOVE AD.

A message to the man of the house—please read it.

Your wife does the drudge work of the family. "A man works from sun to sun, but a woman's work is never done." She spends fully one-third of her lifetime in the kitchen with a stove as her constant companion.

Don't you believe she is entitled to the best stove you can buy, one that performs its service easily and quickly and with economy? How can a woman expect to do perfect baking with a poorly built unscientific stove? It can't be expected.

You demand the best tools. Still thousands of housewives are toiling day after day with cheap unsatisfactory stoves—the most used article in any home and one on which your wealth and happiness, as well as that of your wife, largely depends.

Make your wife happy by buying her a perfect baking ———— range or cook stove.

The range illustrated is made from perfectly plain castings, easily cleaned, and especially fitted for the economical burning of hard coal; price with reservoir, as shown, $39.00. Price without reservoir, $33.00.

A KITCHEN UTENSILS TALK.

Opening of the Food Chopper Season—We don't know why we sell more food choppers at this time of the year than any other, but we do. There is no time during the entire year that a ———— chopper in the kitchen is not seasonable. Takes the place of the old-fashioned chopping bowl, does better work, without any noise. Big display of food choppers in our north window and you are invited to come in and see how the ———— chops fruits, vegetables and most anything except wood. May we have the pleasure of seeing you?

Salesmanship Essential to Success

STORIES OF SALESMANSHIP.

No. 2. By W. W.

A successful hardware manufacturer recently told me a good story of how he "got in wrong," and how frankness on his part and good-heartedness on the part of the buyer for a big Winnipeg firm saved him from a most embarrassing situation.

The manufacturer was Arthur F. Hatch, chairman of the Hamilton branch of the Canadian Manufacturers Association, managing director of the Canada Steel Goods Company, and for many years a successful traveler.

When Mr. Hatch started manufacturing butts and hinges, brackets and whiffletrees, he naturally looked around for the best market and it wasn't long before he landed in Winnipeg intent on introducing his line to the four or five buyers who sit in judgement upon what shall or shall not be sold in hundreds of good hardware stores in that wonderful country formerly known as the Northwest but better known as "Western Canada."

Steel whiffletrees were a comparatively new line, and like the good careful buyers they are, the Winnipeg wholesalers were slow to take the new line on. One after another they turned the enthusiastic salesman down, politely promising, however, to give the matter consideration. Down the line Mr. Hatch went, until the last jobbing house was reached, and here it was a case of do or die for the salesman, who had expected to have secured orders from every house.



Mr. Arthur F. Hatch

"I'll take a carload if you give me the exclusive sale," said the last buyer and, remembering his "turn-downs," Mr. Hatch consented.

Then down the line again Mr. Hatch went, on the hunt for orders for hinges, butts, brackets, staples, and all the other lines of hardware made in the Canada Steel Goods plant.

"Yes, I'll take some hinges," said the first buyer called upon, "and I've been thinking about that whiffletree. It looks like a good thing and you can book me for a carload."

"Sorry, but I've given "So and So" the exclusive sale of the whiffletrees," replied Mr. Hatch." "I offered the line to you before I saw them, but you wouldn't give me an order."

"Well, if you can't sell me whiffletrees you can't sell me hinges," was the buyer's ultimatum. And hearing the same story from two or three other buyers, Mr. Hatch felt sick at heart. Here was business offering all along the line but he had tied the whole line up by giving the exclusive sale of one specialty to a single house. Mr. Hatch was "in wrong" and stood a big chance of "falling down" on his trip. But years of training as a salesman had taught him that frankness and honesty are the saving qualities in many a desperate situation.

"Mr. 'So-and-So,'" said Mr. Hatch to the buyer he had given the exclusive sale to a day or two before, "I find myself in a very difficult position. I made an agreement with you the other day and I intend to carry it out. I don't want to hedge but I want you to know where I'm at. Before I called upon you I saw the buyers for the other four wholesalers. It was pure accident that I called on you last as the others were nearer my hotel. None of the buyers would order whiffletrees from me, so when you gave an order and asked for exclusive sale I consented. Then I called on the other buyers for orders for hinges, and everywhere I've gone I have been given orders for hinges to be shipped with some whiffletrees. Of course, I have had to refuse the hinge orders, as I couldn't supply the whiffletrees. I believe it wise to advise you of the situation, but I repeat that I'll keep the agreement we made the other day."

The buyer was a gentleman, and he had seen other salesmen sell rival houses after they had agreed to make the sale exclusive. Here, however, was a salesman who had turned down three or four orders rather than break an agreement.

"You can go ahead and book those hinge orders," the buyer said to Mr. Hatch. "I am glad that my judgment about those whiffletrees is verified by the other buyers, but I won't hold you to that agreement. And you can book me for some hinges, too."

Mr. Hatch was truly "in right," and his honesty made it possible for him to bring four or five big orders back to Hamilton instead of only one, steel whiffletrees having ever since been a profitable line for Western hardware men to handle. And he's been "in right" ever since, as he has made it a point to make good hardware, to brand it with his company's "Crescent" trade mark, and to advertise liberally in the trade papers.

Manufacturers who follow similar lines of policy are equally certain to build up an enduring business with the hardware men of Canada.

THE DISPLAY AND SALE OF STOVES.

By H. E. Burgess, Dauphin, Man.

Speaking of the sale of a high grade range, a customer recently said to the writer: "I cannot sell that article here, it is too much money, they can bring in an article from a catalogue house that weighs as much, is as large bodily, for from $10 to $15 less."

"Have you never stocked a good range and endeavored to educate your customers to the advisability of buying an article of **quality** and quantity rather than **price** and quantity," I asked.

He said there was no use, for when a stove or range was wanted, they simply studied the catalogue and ordered by mail that which they thought would be most adaptable to their requirements, at least as far as price was concerned.

Being in a new point this unprogressive merchant soon had opposition, the new man endeavoring to create a demand for a better article than had previously been handled at that point. The result has been that he has sold seven high grade ranges in a few months, and has good prospects for future sales.

It is always more conducive to good business and more satisfactory to sell a high grade article than an inferior one, for three reasons:

1. There is more profit in the sale of a good range.
2. It is an advertising medium for future business, there being no advertising quite so good as the wagging tongue of a satisfied lady, while there is nothing so detrimental as the busy tongue of a dissatisfied customer.
3. The store is self advertised as being one carrying quality goods.

Don't Quote Price First.

There are too many clerks and proprietors who, when a customer comes in regarding the purchase of a stove or range, about the first thing they tell them is the price. This is followed with the size of the oven and possibly the weight, if they have a good memory.

This department is one of the most important of the hardware business, and if handled properly is a paying one. But to make a success of it you must be able to talk intelligently on the goods you are handling.

1. Know your goods. Any salesman representing a first-class manufacturing house is only too pleased to go back in the evening and spend an hour or two with the sales staff, giving them the manufacturing details and the selling points on the goods.

2. Size up your customer (as different people must be handled differently).

3. Leave the price until the last.

4. It is very important to know when to stop talking to give the customer a chance to decide, for too much talking will often ruin the sale.

A Sale Nearly Lost.

The writer remembers an incident that happened in a large hardware store in a western city. A lady came in to buy, or at least to see a range. The clerk whom she approached showed her a line of six ranges in not more than ten minutes. Hardly knowing the difference between one and another she put him off with the remark: "As I was down street I thought I would just run in and see what you had," and with that she started out.

Another clerk noticing the inability on the part of the first one in being able to talk intelligently on the goods, made it a point to be near the door when she was going out. Getting her attention for a minute or two he gradually and in a casual way spoke of the nice line of ranges they had in stock. By talking more in a personal manner than in a business way he found out about the style of range that would suit her. He then informed her of having a certain range upstairs—which he believed she had not seen (one of the same style was on the floor down stairs, but in looking over them so quickly she had not remembered it), and if she could spare a minute or two he would be pleased to show it to her. Having heard her make the remark that she had only a limited space in which to put it he quietly dispatched an errand boy up street to measure her kitchen. Going upstairs with her he concentrated his efforts and her attention on this one range. Presently the boy returned with the measurements, and a sale was made which would otherwise been lost, as she afterwards said she intended to purchase that day.

This was of course, an extreme case, but it proves conclusively that one must use tact in handling the range end of the hardware business.

Keep the Stock Neat.

Too many merchants use the tops of ranges for an unpacking counter, afterwards forgetting or neglecting to clean them off nicely. The dirt and packing gets down in the top and gives them a second hand or shop worn appearance. If a lady went in a music store to buy a piano, she would not consider one that had the casing all soiled, and relatively speaking, to the modern housewife, the range of the kitchen is the piano of the parlor. There is nothing that will add to the attractiveness of a hardware store quite so much as to see a line of stoves and ranges kept in nice shape.

Enamelware is also a line that can be shown in an attractive manner. This can be done by keeping the two colors separate, and having all articles with handles, such as, lipped sauce pans, dippers, etc., facing the one way.

Most manufacturers put the labels on the goods in about the same position, so by putting them in stock in a uniform way, they are much more convenient to sell, also for reordering, for you can see without taking the stock all down what sizes you have on hand.

SPECIALIZE IF YOU WOULD WIN.

Written for the Journal by "Old Timer."

About twenty years ago the writer was sitting one sultry eve, on the platform at commencement exercises, with high collar, swallow-tail coat, and all the other trimmings that go to make up an addle-pated, empty-headed ass that believes he knows how to get right out into the world and set it straight upon several points on which it has gone dead wrong.

To make matters worse, upon that eventful evening, the dominie, who pushed us over the brink chose for his subject, "Success." He had his own particular ideas regarding the subject, and being an imaginative, lack-a-daisical, unbusiness-like sort of a chap, he certainly delivered a choice assortment of wisdom. He was a big man with a heroic voice, and had an impressive manner, and had he been in some other lines would have had no difficulty in convincing lots of people that the two spot was an ace. Be that however as it may, he sure got one thing right, and that was that success did not come so much from doing many things passably well, as it did from doing one thing up "clean brown."

He believed in that, did this same parson, who was rather a man with one idea and he harped on that part of the subject all through the address, with the result that it forever impressed itself upon my memory, though I can't say that I was in exactly love with the speaker. Now, twenty years ago, this idea of becoming a specialist along any particular line, was not as thoroughly impressed on the minds of the people as it is to-day. We had not gotten so far away from the old style of things as we are now, and it seemed as though one must know all, in regard to any certain proposition. The mechanics of that, and the days farther back, were expected to know most thoroughly the details about the business and to be able to jump in most anywhere along the line and make good. If they failed they were regarded, mostly, as of no account and as people who would always be at the bottom of the ladder, while the party whose qualifications spread over a much broader surface (but who may not have been in it for a moment with the party of the first part as regards being a top notcher on any certain part of the job or work) this more limber individual with the brass in his face, was the one who made the headway and seemed to get most of the "plums."

For instance, there was a fellow that I once knew whom we will call John. Now John knew all about stoves and furnaces? You couldn't phase him at any stage of the proceedings. He could buy them, sell them, repair them and keep the stock up first class. His department showed a steady and increasing amount of profit every year. But stoves and furnaces were about all that he did know, and he was not very much use anywhere else in the store.

There was another fellow in that same place called Pete, who was what one might call an "all round" man. He could sell stoves, or nails or plumbing goods or play first base, one about as good as another, and at none of them would he average more than 60 per cent., while John was about 98 per on his own tenting ground.

It happened one day that John had some time to loaf a bit. He had sold only one heating job and a couple of bath rooms and three or four stoves thus far in the week, and had not paid the boss more than 200 per cent. on his wages. Pete was busy monkeying with odds and ends and the boss got itchy at seeing John loafing some. So he said, "John, take some tools and go over to the warehouse and set up some waggons that must be attended to. You don't seem to have anything to do just now."

This was the first time that John had ever received such an order, but he slowly got the wrenches and other tools and went. Now he knew nothing about this part of the business at all, and had seldom been at this warehouse, for the firm was a large one and had several such houses.

I suppose that it does not take so great a mechanic to properly set up a waggon, yet there are "tricks in all trades," and anyway John succeeded in making several mistakes that he should not, and when the "old man" came to look over the job he was as mad as a hatter. He called John into the office and proceeded to call him all kinds of a know nothing and abused him something shameful over the affair, and then to show off he put Pete on the job. Of course Pete made good! He couldn't help it for he was built that way. Well, the old man made up his mind that John had to be "broke" to fill in anywhere, so he kept pulling him away from his regular duties on every conceivable occasion, with the result that John's particular department soon began to show a falling off, and also that he fell down on almost all of the other work or jobs

that he was put to and got all muddled up and sore. This could not turn out in but one way, and in the late summer the boss gave John his walking papers and even refused him the satisfaction of a recommendation.

Now this ought to be the end of the story with the moral that Pete was the husky hero, who soon became the partner in the store, and at length a staid town official. But it did not turn out that way by a darned sight.

When John was fired it raised his dander because he realized that he had been treated unjustly and knew that, in his own particular line, that he had it on 'em. So he scurried around and got together a little capital and opened a plumbing and tin shop right across the way from the place of business of his old employer. He hired a first class plumber, put in a light stock of goods, stoves, etc., and sailed out into business. He hustled ten times more than he had ever done before, and he stuck to his own line that he knew so well. Did he succeed? He fairly tore up the earth, and to-day he owns "slathers and gobs" of property in that town, has one of the best businesses in the place and still sticks to his own line tighter than the bark on a hickory tree.

Pete is still on the old job at $18 per week, having got a raise of $3 per in the last few years, and he is just as versatile as in the past, and not one whit more so. Now the dominie, at that commencement time, laid down the precepts from which a mighty good moral can be read. In fact there are a whole bunch of morals that can be drawn from this little incident, but I am going to let you do that for yourself, as I don't care to monopolize the whole shooting match, and it's good to have some thinkers outside of the office anyway.

The Travelers' Column

The Bee That Gathers the Honey
Doesn't Hang Around the Hive.

WHICH DO YOU WEAR OUT?

Some years ago the National Cash Register Company issued a card picturing an old pair of pants with the seat worn out, and an old pair of boots with holes worn in the soles. Below was only one word: "Which?"

WHAT A TRAVELER SAW.

"Captain Higgins, of the Higgins Hardware Co., down at Peterboro, is a bright salesman," said a traveler to the Journal the other day. "I was waiting to see him the other day when a woman came in to buy a package of tacks.

"Are you going to do some roofing?" asked Mr. Higgins, catching sight of a sample of prepared roofing in the woman's hand. She was, but she had intended buying it somewhere else. But think you that Higgins let her get away. Not he. And he made the sale so nicely that the customer was more than pleased that she had bought his line."

Compare this with what a traveler saw in another Peterboro store not long ago.

A customer came in and asked to see a fishing rod. He was shown one and bought it. Picking up a fish-line and examining it encouraged the clerk to ask if he also wanted a line. He did and he made the buy. He might also have purchased a sinker, a bait, a reel, or any one of the scores of specialties to be found in every well equipped stock of fishing tackle.

But the clerk was content to let the customer get away with a 70-cent purchase where he might as well have had half as much again if the clerk had known his goods and been able to tell his customer just what an amateur fisherman needed.

As the traveler said, that clerk should make it a point to go fishing a few times and learn something about how to use different kinds of sporting goods.

Be always alert to grasp the opportunities which present themselves from day to day. There's a big difference between **selling goods** and **taking orders**..

STRONG SELLING ARGUMENT LOST.

In an Eastern Ontario town is a hardwareman who has the agency for four or five stove manufacturers. A representative of one of the foundrymen recently called to book an order and found his line was not on display.

"How many can I book for you?" asked the traveler.

"I'll want one in the fall," replied the retailer, who on enquiry said he had been selling the range at $50, although it cost him about $45.

Several sales had been made during the past two seasons, and the traveler urged that $60 should be asked for the range.

"Have you a customer with one of our ranges handy?" asked the salesman.

"Yes, the town baker has one in his house down street," was the reply.

The traveler called on the baker, who enthusiastically commended the range as the best he had ever seen. "My son got married last year and I had him get one like mine," he said.

Here was one of the finest arguments a stove dealer could have. The town baker, whom every housewife in the neighborhood knows, and who calls daily at scores of homes, was a booster for the range, and had insisted on his son having one of the same kind. Yet the hardwareman, by dissipating his energies amongst his various agencies, had neglected to drive home the strong argument in his possession. And even when it was pointed out to him he hadn't the nerve to order a stock and feature the range at a profitable selling price.

Another hardwareman has the agency now, and it will be his own fault if that baker isn't made the means of selling a carload during the present season. In an adjoining city a local stove dealer sold nearly two carloads of the same ranges last year at $60 each.

When you have goods of quality feature the quality instead of the price.

A SALESMAN.

When the train pulls in and you grab your grip
And the hackman's there with his frayed-out whip,
You call on your man and try to get gay,
All you get is "Nothing doing to-day."
Then you're a peddler,
Young man, you're a peddler.

When you get into town and call on your man,
"Can't see any stock, Bill. "Why sure, I can";
You size up his stock and make a rough count,
Bill presently says, "Send the usual amount,"
Then you're an order taker,
My boy, you're an order taker.

And when you are traveling along and everything's fine
And you don't get up until half-past nine;
When you see each firm and talk about conditions,
And write it all home with many additions,
Then, you're a traveling man,
My friend, you're a traveling man.

When you call on your trade and they talk "hard times,"
"Lower Prices," and so forth, and "Decided Declines,"
But you talk and you smile, make the world look bright,
And send in your orders every blamed night,
Then you're a salesman;
By Gad, you're a salesman.

INSURANCE SWINDLERS IN NORTHERN ONTARIO.

There are fire insurance policies being sold freely in Northern Ontario, which are placed in companies unfit to insure in, some even having no real existence. We advise our northern subscribers to write our insurance Department for information.

Business Methods that Win Success

Some of the out-of-the-ordinary plans adopted by retailers to bring trade to their stores.

SOLD 40 GAS RANGES THIS SPRING.

Westwood Bros., Toronto, hold very progressive ideas about advertising stoves and ranges. In previous years they have been liberal users of advertising space in the Toronto evening papers, and this year they made an arrangement whereby they used 2,000 lines at 6 1-2 cents per line in April, the Moffat Stove Co. also using several thousand lines to assist their various Toronto agents.

"We got an exclusive line, and named a price which would pay for our advertising," said E. B. Westwood, and as the firm sold 40 gas ranges in April and May, it will be seen that the advertising cost about $3 per stove. But the ranges brought from $40 to $100 each, and the results were considered exceedingly satisfactory.

Mr. Westwood has strong views about selling stoves. If he can possibly avoid it, for instance, he dodges the price question until he has got the customer interested in the range. He'll talk oven, coal or gas consumption, baking qualities or anything about the range except the price. Once the customer has been interested and a sale seems possible, the price question is taken up and quotations are made, connected or unconnected, and with or without waterfront. But emphasis is made upon the quality of the range, the price being a second consideration.

A customer of Westwood Bros., a doctor's wife, has earned $14 in commissions of $2 each on gas ranges sold to her friends since last September. They never suggest commissions, but occasionally a customer will ask: "How much will you give me if I sell a range for you." "Put it this way," Mr. Westwood will reply: "You send me the names of friends who want gas ranges, and on every sale I make I'll give you a commission."



Once the name of a probable customer is secured in this way it is comparatively easy to make a sale, as it is possible to refer to at least one friend who has installed one of the ranges, and who has expressed satisfaction with her purchase.

That's half the battle, and good salesmanship is the other half.

SOLD SIX CARLOADS LAST YEAR.

How decent treatment of customers pays is illustrated in an experience related by W. and J. Sheridan, Brockville, who sold six carloads of stoves and ranges in that city and surrounding country last year.

Brockville is a manufacturing town, and the Sheridan firm have always enjoyed a large share of the trade of the factory employees, retaining their confidence by a constant effort to give satisfaction.

Last year a kick came in from a lady customer, however, that a range she had bought was not giving satisfaction and had not done so from the time of her purchase. Investigation proved that there was a crack in the oven, and the woman claimed that it had been cracked when she bought it.

It isn't usual for us to replace breakages over a year after the range is bought," said Mr. Sheridan, "but I will write the manufacturers and see what they will do."

The circumstances were explained to the McClary Manufacturing Co., and a new range was shipped to the customer. Naturally the lady was delighted and the story wasn't long in traveling around, the result being that at least 25 ranges were sold as a direct result of the incident.

It pays to be liberal in the treatment of customers.

CANVASSES FARMERS FOR TRADE.

James Dandie, Streetsville, whose new hardware store is shown in the accompanying picture, does a fine stove and furnace business, making it a practice to go out amongst the farmers in search of business.



Attractive Paint and Brush Window Displays.

In company with a representative of the James Stewart Manufacturing Co., he recently landed four furnace contracts. Being only 24 miles from Toronto he comes in competition with the mail order houses, but has recently won out in two furnace jobs, putting his quality work up against the low price furnaces of the departmentals. In enamelware, however, Mr. Dandie finds it hard to compete with the big stores, his customers visiting Toronto frequently.

Mr. Dandie has sold quite a number of McClary ranges by putting a couple on his waggon when going out to deliver one to a farmer customer. He makes it a point to call at several farm houses and drop the information that he's delivering a new range to "Mrs. Smith on the 7th concession." "Who is the other for?" the farmer's wife will ask, and Mr. Dandie follows up the inquiry with his best arguments as to why the other range should be delivered to the farmer's wife herself.

PROFITS IN COBBLER'S SETS.

R. C. Chown, Belleville, president of the Ontario Retail Hardware & Stove Dealers' Association, has been making a special push on Taylor-Forbes' cobbler's sets, and during the past year has sold nearly 200 sets, a gross going out in nine months. Mr. Chown formerly sold United States cobbler's outfits, but has found the Canadian made goods give much more satisfaction to customers.

Along with the outfits the Chown Co. sell leather soles and heels, they selling over $50 worth of these articles each month as a result of displaying them on a bargain goods counter in the center of their store.

SEWING MACHINES A GOOD LINE.

L. F. Heartwell & Co., Rosetown, Sask., who have just sold the tinsmithing end of their business, still do a hardware, furniture and undertaking business. L. F. Heartwell, the manager, is a progressive merchant, and recently attended the convention and exhibition of the Illinois Retail Hardware Association.

Heartwell & Co. have been quite successful in selling sewing machines, a line too many hardwaremen leave to the mail order houses. "If one has sufficient floor space to exhibit sewing machines in, the line is a good one for hardwaremen to stock," writes Mr. Heartwell, his letter, like those received from an increasing number of retailers, being typewritten.

COUPONS WITH DOLLAR PURCHASES.

G. R. Farmer, Stettler, Alberta, increased his holiday trade last year by giving coupons with every purchase of one dollar made before December 24. The person drawing the fifth coupon received $25.00 in cash, to the holder of the tenth coupon draw a set of Rogers Silver knives and forks were given. The fifteenth coupon entitled the holder to a carving set, and the person buying the largest amount of goods secured a six-hole range.

NOVEL FRONT IN STOVE STORE.

The Gurney Oxford Stove Co., Toronto, a company operating several retail stores, selling the products of the Gurney Foundry Co., have in their store at 740-742 Yonge Street, Toronto, one of the finest store fronts in Canada.

As will be seen from the illustration the store entrance is very deep, there being five distinct windows, two in the



Fine Front in Toronto Stove Store.

front, two on the slant in the entrance and one facing the street, twenty feet from the sidewalk, just behind the two doors, which open into each side of the store.

Across the 40-foot front in the second story there are also four large plate glass windows, in which are shown ranges, refrigerators and kitchen enamelware, the company carrying a stock of high class kitchen furnishings.

Retailers who are thinking of remodelling their store front, and who visit Toronto at any time, will do well to visit this store and study the arrangement of the windows.

TINSHOP BRINGS CUSTOMERS TO STORE.

The advantage of having a good tinshop in connection with a hardware store was demonstrated by Taylor Bros., Lanark, this spring. The tinshop had not been bringing in much business, and it was decided that better results could be secured if more attention were paid to this department. Consequently an employee who had done good work in another of the firm's branches was promoted and put in charge of the department. Particular attention was given to giving customers prompt service, and it wasn't long before a change was noticed, there being an increase in the number of customers doing business with the store and the tinshop.

There is no department so valuable to a country hardware store as a tinshop if in charge of a competent tinsmith, and an effort is made to please customers.

HOW MANY PINS?

A. Nelson & Co., Carlyle, Saskatchewan, recently conducted a guessing contest, which resulted in a marked increase in their trade. Eight prizes are offered and there will be eight fortunate individuals. For each purchase amounting to $1 customers were allowed one guess as to the number of pins in a cushion. The first prize was awarded to the party guessing the nearest to the correct number, and a special prize of $10 in cash was offered to the one putting in the greatest number of guesses. The prizes are as follows: First, gentleman's watch, value $25; second, dinner set (97 pieces), value $20; third, cut glass water set, value $15; fourth, eight-day clock, value $10; fifth, half-dozen knives and forks, value $7.50; sixth, carving set, value $5.50; seventh, cut glass butter dish, value $3.50; eighth, cut glass salt and pepper, value $2.50. The competition opened March 8, and closed May 15.

FISHING CONTEST AT SMITH'S FALLS.

R. Hawkins, Smith's Falls, used a full page space in one of the local papers early in June announcing a steel fishing rod contest open to any customers buying fishing tackle at his store. Two prizes are offered, and all fish caught must be weighed on Mr. Hawkins' scales. The contest lasts from June 16 to Aug. 31.

The ad. also features wall paper, paints and window shades, pumps, safety razors, and other seasonable lines.

PASTES RETURNED CHEQUES ON STUBS.

John Hammill, of Hammill & Moore, Galt, uses the plan of pasting on the stubs in his cheque book the cheques returned to him by the bank each month. It is a simple system and saves loss in preventing the payment of accounts twice. Not long ago one firm which had supplied him with a bill of goods drew on him for $30, the account having already been paid. And when the Journal man was in his store Mr. Hammill corrected a local collector, who had presented a bill already paid.

FINE HOUSE FURNISHINGS WINDOW.

McKinley & Northwood, Ottawa, had a splendid kitchen goods window a fortnight ago, every article bearing a price ticket. In the background was a row of coal oil and gasolene stoves, priced from $1 to $12, with ovens with glass doors, quoted at $4. Below was a semi-circle of gem ice cream freezers, listed at $2.25 to $7.50. And in the foreground were potato mashers, strawberry hullers, pineapple eyers, lemon squeezers, ice picks, tea kettles, ladles and similar goods marked at popular selling prices. Such a window cannot help but sell goods.

USED LARGE ADVERTISING SPACE.

Cunningham's, Limited, Vancouver, on May 27, used a half page space in the Vancouver World, featuring "warm weather hardware," including screen doors and windows, wire cloth, hammocks, lawn mowers, ice cream freezers and refrigerators.

BIG TRADE IN REFRIGERATORS.

"I sold five refrigerators on Saturday night," said R. H. Blackmore, St. Thomas, whose floor showed a big bare spot about the middle of June.

Refrigerators have been sold in enormous quantities this year on account of the warm weather early in May. Manufacturer's stocks have been cleaned out and scores of sorting orders have been unfilled.

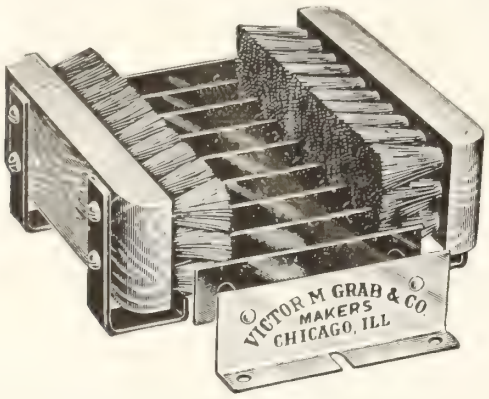
PAY-DAY SALE.

A pay-day sale, specially designed to catch railroad men, was recently run by a Winnipeg merchant. This idea would do for factory towns as well, and even for Saturday sales, as many people are paid at the end of each week. In fact, it is capable of great development. The best results are obtained when the women are encouraged to do their shopping for the family at such times. Genuine bargains should be offered, as such trade is always for cash. In all towns or cities at divisional points of railways, this idea should be exceptionally successful.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

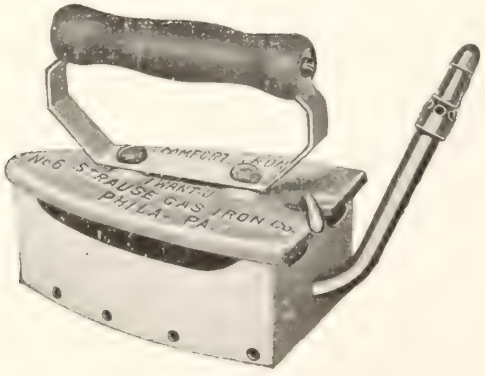
The Onward Mfg. Co., Berlin, Ont., are introducing "Grab's" foot scraper shown in the sketch. This device is a boon to the housewife in keeping mud and dirt out of the



house, and reducing the work of house-cleaning very materially. It is a specialty which hardware men ought to sell in large quantities during the coming fall and winter.

Ontario Lantern & Lamp Co., Hamilton, have made many improvements in their 1911 "Banner" cold blast lantern. The oil well has been enlarged, making it possible, they claim, for it to burn 15 hours more than any lantern. The burner is now made of solid brass, while the air chamber has been enlarged, being now double seamed instead of soldered to the oil well. The lift lock has also been reinforced.

McClary Manufacturing Co., London, are introducing a new gas heated sad iron, known as the "Iwantu." It has some very unique features, and if the claims made for this invention are true, it will be welcomed as a blessing in every home where washing and ironing is done. A coal stove requires about one and one-half to two bushels of coal to keep sufficient fire for an ordinary day's ironing, which means an expense of from 50c. to 70c. for fuel for the day's ironing, while the "Iwantu" consumes about three ft. of gas per hour, or thirty ft. in ten hours, which at $1 per 1,000 ft., would cost a little less than 1-3 of 10c. or 3c. The "Iwantu" can be used in any room where there is gas, by simply attaching a tube. There are no fumes or odor, and no danger, burning about 30



per cent. gas and 70 per cent. air, which is so mixed with the gas that perfect combustion with a purple blue flame is created. The heat is retained in the iron for ten to fifteen minutes, and it can be disconnected and carried to the porch, or any cool place, where, with the heat retained, ironing can be done in comfort. The iron can also be used at a heater by simply turning a small lever screw to remove the cover and then placing a cup or any other small vessel above the burner, which is so constructed that even with the cover off, the flames cannot get outside of the body of the iron to burn or even scorch the most delicate fabric; or, it can be turned bottom-side up and placed across the stand (which comes with it) thereby converting it into a perfect little hot plate. The manufacturers claim that the only reason they do not advocate its general use as a hot plate is because some people would use it for cooking and frying meats and other things, and by carelessness likely spoil the perfect ironing surface which, as it is, never needs to be waxed, and produces the most perfect finish.

Yale & Towne Mfg. Co., 9 Murray Street, New York, are introducing the Yale "door fast," a locking device which can be carried in the pocket and may be applied to any door, enabling the owner to secure the door against all other persons by a lock controlled exclusively by himself. The fast consists of two main parts: the slide, which hooks into the strike or keeper on the door jamb (see Fig. 1), and the Yale Cylinder Lock, which engages with the slide and prevents the door from opening. It should have a big sale amongst travelers and others.

E. T. Wright & Co., Hamilton, who claim to have manufactured the first cold blast lantern made in Canada fifteen years ago, have brought out in their 1911 pattern, a model which is the best they have ever produced. Mr. H. G. Wright, who is at the head of the E. T. Wright & Co. concern, is well known to the hardware trade of Canada, having traveled from the Atlantic to the Pacific oceans, and sold the first tubular lanterns made in Canada in 1875 (by J. M. Williams & Co.) "Harry," as the trade know him best, has thus been making or selling lanterns for thirty-six years, and claims that his life's work is crowned in his 1911 Cold Blast Lantern.

Hunnable Sash Lock & Window Adjustment Syndicate, Hamilton, are introducing a sash fastener, which also acts as a sash opener, adjuster and sash lock, doing all that a box frame, sash cord, pulleys and weights can do.

Oscar Onken Company, Cincinnati, Ohio, are introducing the Onken interchangeable wood window fixtures, built specially for the hardware trade. These fixtures are said to effect a possible saving to the merchant of at least 75 per cent. over the cost of either metal or other wood fixtures. The fixtures are made of fine oak in interchangeable units. So simple are they to put together, it is said, that any clerk can put a window trim together in 15 to 30 min. time without the aid of a tool. Besides making a different window trim every week for five years, with no additional expense, it is possible to make hundreds of odd fixtures in either small or large size, every one conformed correctly to the space and requirements. Then, too, all the standard and regulation fixtures may be made, such as trees, stands, pedestals and tables to fit any size window. A booklet showing some of the hardware displays in detail, will be sent to any merchant or clerk who mentions the Hardware and Stove Journal in a letter to the Onken Company.

Arcade Mfg. Company, Freeport, Ill., has just put on the market a new coffee mill, which sells for a popular price. It is pointed out that in order to get the best qualities out of coffee it is necessary to grind it freshly just before using and also to keep the coffee in an airtight receptacle to prevent atmospheric action.

Chicago Power & Specialty Co., 21 Quincy Street, Chicago, are introducing a gas-heated soldering iron, intended for sheet-metal workers and tinners on bench work, and has been designed as a tool to enable a workman to solder continually without stopping to reheat the iron. It is intended to use natural or artificial gas as fuel.

Detroit Fireless Stove Company, 88 Jefferson Avenue, Detroit, Mich., has placed on the market an improved fireless electric stove. This concern has been manufacturing fireless cookers for some time, but the electric stove is something of an innovation. Instead of a metal alloy radiator, which must be heated on a stove, with which the regulation fireless cookers are equipped, the electric cook stove has its heat supplied by an electric current. By attaching an electric cord to the light socket for a few minutes the stove will be sufficiently heated to cook any kind of food.

H. W. Johns-Manville Company, 100 William Street, New York, is putting on the market a solder for mending tinware, making or repairing joints and doing work similar to that usually accomplished with a copper soldering iron and ordinary solder. This material, known as Solderall, is in paste form and put up in collapsible tubes.

Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Three new Yankee tools are being placed on the market by **North Bros. Mfg. Company**, Philadelphia, Pa. The Quick Return spiral ratchet screw driver No. 130 is the regular No. 30 with a spring added in the handle to come back for the next push, in driving screws in or out. The Yankee Push Brace No. 75 is so named because it will hold all the small tools used in a bit brace, but it is operated by pushing the handle to revolve the tools, in the same manner as a Yankee Spiral Ratchet crew driver. The Yankee Hand Drill No. 1530, with right and left hand ratchet movement, is made for light work. The simple mechanism for changing the action of the tool is operated by merely moving the shifter or the cylinder between the small gears or the spindle.

Landers, Frary & Clark, New Britain, Conn., are supplying Canadian retailers with their "Universal Bread Maker" window trim, also with copies of their Bulletin, describing the advertising and window helps supplied to customers.

Bicycle Step Ladder Co., 65 Randolph Street, Chicago, has issued catalogue No. 20, describing their rolling step ladders for stores, libraries, etc., the book illustrating the best types of track, brackets, etc., for hardware stores, as well as showing how to measure when placing an order for ladders.

American Bolt & Screw Case Co., Dayton, Ohio, manufacturers of revolving cases, have issued a new catalogue in which they describe the construction of their combination revolving cases, for screws and bolts, revolving catalogue cabinets, etc., these being built up in a number of styles. As space savers these cases and cabinets are of immense value to all hardware merchants.

Yale & Towne Mfg. Co., 9 Murray Street, New York, are offering free to the trade a fine window trim, including everything essential to the display except the actual locks required to be featured with the posters, etc.

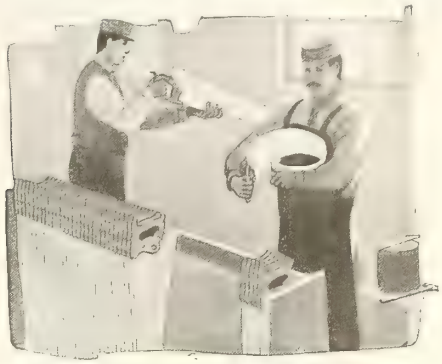
H. S. Howland, Sons & Co., Toronto, in their "Monthly Bulletin," a 48 page and cover publication, are supplying Canadian retailers with a great help in ordering goods, as well as one of the most timely reminders of seasonable goods, which any hardware man can secure anywhere. Any retailer can secure the "Bulletin" on request.

Brandram-Henderson, Ltd., Montreal, have issued a 24-page paint suggestion book for distribution to customers by the company's local representatives. Several fine colored prints are shown of interior and exterior residence decorations brought about by using Brandram Henderson products.

G. F. Stephens & Co., Winnipeg, are supplying customers with a supply of "Wet Paint" signs similar to the reproduction. The idea is a good one, being good advertising for the master painter and for the paint manufacturers. It could be used by paint retailers by merely changing the word "applied" to "supplied."



Shurly-Dietrich Co., Galt, are supplying customers with a supply of booklets entitled "The Art of Saw Making," for distribution to carpenters, cabinet makers and mechanics. A series of eight photographs are reproduced, showing the processes of manufacture, including toothing, hardening, tensioning, grinding, polishing and testing, the last operation being shown in the accompanying engraving. A well-written description is also included. Altogether the booklet is well calculated to excite and hold interest, and they should prove a good selling help for the saw trade.



Pike Manufacturing Co., Pike N.H., have ready for distribution a new price list covering India oil stones and Crystolon sharpening stones. The price list is in booklet form, and brings the line of India oil stones right up-to-date, also describing new Crystolon line, which is the latest Carbide of Silicon product placed on the market. This new line of sharpening stones is made in the same sizes and shapes as the well-known India line. A perusal of the booklet will be of advantage to every retailer who sells cutlery and tools.

Simonds Canada Saw Co., Montreal, are supplying customers with a novelty in the form of a fan in the shape of a cigar.

Landers, Frary & Clark, New Britain, Conn., have issued a new catalogue devoted to Universal coffee percolators, chafing dishes, tea ball tea pots, samovars and accessories.

McClary Mfg. Co., London, have issued two interesting catalogues of "gas cooking and heating appliances," and "summer cooking specialties." Both books show complete lines of the classes of goods featured.

C. Norsworthy Co., St. Thomas, have a new catalogue of their "Canadian Howard" double radiator furnaces and hot water boilers. Their furnace stands very low, and is built on the downdraft principle.

Simonds Mfg. Co., Fitchburg, Mass., offer to supply retailers with a display card 11 x 17 inches, fitted with holders, on which a real saw frame can be shown. The card, bearing the actual goods, makes an excellent window display feature, and retailers can increase the sale of their goods by using them. Cards will be sent on post card requests.

NEW CANADIAN STEEL RIM LOCK.

The National Manufacturing Co., Orillia, are bringing out a new steel rim lock which they claim is the pioneer in its line in Canada, being made up on an entirely different basis from any other make of steel rim lock. The complete internal parts are operated from a central post, no other rivet or post being necessary than that which is placed in the centre of the lock and the holding of the two halves together. This is entirely a departure from old methods and in addition to making an extremely strong and serviceable article, it has the distinct advantage of having no rivet heads visible on either side of the lock, leaving a perfect finish on all exposed surfaces, a feature which is impossible in any other make of steel rim lock. The company have patented this line, and are recommending and guaranteeing it to the trade. Another new line is an entirely original style in wrought metal, in giving the effect of hammered brass, and being so constructed as to make it just as serviceable as cast metal. The bearing surface of this line comes in direct contact with door or article to which it is applied. This new and attractive line may be had in complete trimmings.

Paint and Varnish Trades

GET AFTER THE HOME BUILDERS.

Written for the Journal by C. M. Lemperly.

What young man with red blood in his veins does not know something about the flourishing Canadian West? What young man is there whose pulse does not quicken at the mere mention of the Northern Highlands of Ontario, where Nipissing stretches its shining face, looking to the south toward the Georgian Bay and to the north toward the Temagami and Cobalt districts? Miles after miles of scenic country—the wonderland of a continent—with the most efficient of railroads linking its vast area with the center of things—this is the section that is destined to grow.

It is of the Canadian West and North that I wish to speak in a brief way. Not of their fishing "holes" and swimming "holes," or their vacation advantages, but rather of their possibilities for big business in the retail hardware—especially paint—field.

Wherever you find new country, you find buildings. Why the construction business has been booming ever since the first cry of "Go West, young man" was emitted. Builders have stepped into the breach and have amassed fortunes. But is it not logical to infer that with this building activity, there must be a corresponding increase in retail paint circles? For those flourishing folks are too proud to have their homes go undecorated and they are too shrewd to let them deteriorate for lack of protection. What then is the conclusion?

Just this—get busy. You retailers in the West and North of this glorious Dominion, grasp the opportunity of opportunities and you cannot lose. Don't wait for someone else to see the possibilities. If you are not in a position to go after the business, look to your stock and methods. Get ready. It may be too late now to get much business for the summer months, but with all the arguments in favor of fall painting to back you up, plan your campaign for fall, and solicit the manufacturers' assistance if it is not already at your beck and call.

Think of your sales to new homes and stores, to new buildings, to farmers for implements, fences and barns! All these are possible.

Follow up every building permit. Don't just send a letter and drop the matter at that. Follow each operation up personally. Send repeated letters, sample chips and color cards. Put forth arguments against procrastination, the thief of time. Set forth arguments for the fall because the air is dry and cool, because the flies and gnats have taken to cover, because no drenching rains will spoil the work, because the sun is not blistering and the painter can enjoy his work in the cool fall months.

Train your thoughts on the home builder. Get at him hard. Suggest to him what you have for finishing his floors, his chairs, his cupboards, his out-buildings, his odds and ends, as well as his house on the outside and his fences and implements.

Bear in mind that the farmer, the home builder in the Canada West and North, is a man of thrift and progress. He is a man who appreciates keeping things up. He isn't a laggard. Further than this, he has money enough to maintain a good record on your books. He is honorable and a hard worker. Such a man makes the ideal prospect for what you have to sell. He is the great representative of the middle class.

Your possibilities are enormous for selling good, well known brands of paint and varnish this fall, in Canada. West, North and South, but particularly in the West and North, where the country is opening up, there are chances unbounded for a record year.

Start an advertising campaign now. Use good form letters, use newspaper space, use field and fence signs, but use the personal follow-up more than all. Show the newcomers and the home-builders that you are the one best bet when it comes to paint and varnish!

KEEP THE PAINT STOCK ORDERLY.

In a Western Ontario town is a hardware store where the retailer seems to have absolutely no sense of orderliness. If a customer comes in and wants four pounds of nails, the keg will be lifted up on the counter by the scales and like as not the keg will stay right there till it is emptied. The retailer has no local competition and that probably explains how he continues in business.

It pays to keep all classes of hardware stock in order, but none more so than mixed paints, which is peculiar in that it may seem to be in order when really it is not. For instance, while the shelving may have been adjusted to the right height and the cans properly aligned, wiped and dusted, yet a can or two of drab may be mixed in with the white; a lonesome grey may be found farther along with the yellow and perhaps in behind is some green that does not show at all because some-



Orderly Paint Department of a Western Store.

one forgot to move it out when he sold out that color in the front row. It is seldom that a stock of mixed paint can be arranged with mathematical precision; some colors always sell more rapidly than others and there are sure to be odd numbers of cans and in showing stock, cans often get put back in the wrong place. It should be made a part of the routine work in every hardware store, however, to give attention to the matter of order in this stock. Care should be taken to keep each color by itself. If the cans do not stack up even on the shelves they can be, as it were, dove-tailed so that the colors need not be mixed. Where this plan is observed the salesman quickly learns where to find each color and so is able to be prompt in waiting on customers—an important thing in a busy time. Also, there is less danger of overlooking a can under this arrangement and consequently less likelihood of losing sales.

Keeping Up Stock.

A good many sales of mixed paint are lost by not keeping the stock up. Shortages are not readily detected because of the similarity in the appearance of the cans and because the number of colors is too great to be easily remembered. Even carry-

ing considerable surplus stock does not help matters much. This stock during the spring and fall painting season requires to be closely watched. As it is something of a task, a good many of us get into the habit of letting the salesman look the stock over when he comes around for an order and depending on him instead of ourselves. This is a bad habit to get into; it does not stand to reason that we can buy just enough every time to carry us until the salesman's next trip. If we do not, we are going to lose sales, a leak which we should so far as possible prevent, because it is both harmful and needless. It should be the special responsibility of some one person in the store to look after this stock, either in the morning before business gets brisk, or perhaps during the afternoon lull this stock can be gone over and put in order wherever it needs it; wherever any colors are out or running low, note should be made of it and all the sizes of each color should be looked up and just as soon as possible an order should be mailed in; even if it is necessary to anticipate a little on some of the colors and if the trade warrants it, follow up with still other orders, but do not wait for the first order to get in or for the salesman to get around. In this department watchfulness and promptness are two auxiliaries that pay well.

WELL PAINTED STORES ADVERTISE A TOWN.

A glance over the buildings in the average country town would indicate that the paint dealers are anything but alive to their opportunities.

Not only is paint a protection, but it is also a beautifier and the more attractive the buildings of a town are the more will people from the surrounding country be drawn to it.

Every town has in its immediate vicinity a strip of country, the trade of which is gone after by more than one town, and that town which is most attractive to trade in, is the one that the people in this territory, which might be called disputed, will surely come to.

In going after his fellow merchants, the dealer who handles paint accomplishes a three fold purpose. In the first place he provides adequate insurance against decay. In the second place he makes his town more attractive, and last, but by no means least, he puts dollars in his own pockets.

EXPLAIN ABOUT CHEAP VARNISH.

The dealer who understands true economy is the dealer who discriminates in his varnish. The man who pays a dollar for a gallon of varnish, which cracks and looks shabby in a couple of months, you can readily see is paying a bigger price than the man who pays three dollars and twenty-five cents for a gallon of varnish which will look as good in the end of a year as it does now, and will continue to wear and give satisfaction.

To many people there is only one grade of varnish. Now it's up to you as a dealer, if you would build up a permanent trade, to sell quality varnish at a fair price, which really is the "cheapest" varnish in the end.

Low price varnishes are made from inferior raw materials and it cannot be expected that such varnishes will give satisfaction.

Therefore, as a dealer, you should explain this to your customers. Tell them that durability is really the greatest consideration, if they want the job to last, and the way to be sure of that, is to use varnish of demonstrated high quality, even though the first cost be a trifle more than a so-called, low priced or cheap varnish.—Selling Power.

JAMES ROBERTSON COMPANY EXPANDING.

As announced in the Hardware & Stove Journal four months ago, the James Robertson Co., Toronto, had taken out a charter for a new company to operate the paint department of this old established firm, and in the fall a new plant would be erected.

A month ago the Journal was advised that arrangements had practically been completed whereby the Robertson Company would join their interests with a large United States concern, but as the papers were not signed it might do serious injury to make a premature announcement in the June number of the Journal.

An unauthorized and garbled report of the intended change was published in another trade paper, however, and it was found necessary by the Robertson Co. to issue a circular correcting the misstatements. The letter, which gives the main points of the re-organization, reads as follows:

Gentlemen,—An unauthorized report has been circulated to the effect that we are to retire from the paint manufacturing business.

This report we deny emphatically.

On the contrary, we have made arrangements whereby our paint business will be largely extended and will be promoted upon more progressive and aggressive lines than heretofore.

We are connecting our paint interests with those of the Lowe Brothers Company, whose main plant is located at Dayton, Ohio, with branches in New York, Boston, Chicago and Kansas City. The new organization will be unique, in that it will unite the prestige, strength and experience of both firms, and will insure such satisfactory service to our customers as to merit their full interest and confidence.

As a result of constant study, experiment and research, the application of scientific principles, and exacting care as to details, the Lowe Brothers Company has attained such a high degree of quality and efficiency in its paints and varnishes that its products are universally recognized as High Standard in fact as well as in name.

The sales and advertising methods which have contributed so largely to the successful developing of the Lowe Brothers Company's business in the United States will be duplicated in Canada, and the proposition as a whole cannot fail to appeal to you favorably.

When the details of our plans have been completed another announcement will be issued, and in the meantime, upon our assurance that your interests will not only be safeguarded but advanced under the new arrangement, we trust that we may count upon your loyalty and faithfulness to us and our products.

THE JAMES ROBERTSON COMPANY, Limited,

A site 200 x 70 feet has been secured on Sorauren Avenue, Toronto, on a railway siding, near the Canada Linseed Oil Co.'s new mills, and work on a modern paint, color and varnish plant will begin shortly. The business will probably be conducted under the name of Lowe Bros. Company, but this has not yet been decided.

PAINT TRADE NOTES.

Pratt & Lambert, Buffalo, are enlarging their varnish plant. The addition consists of a four storey building, 46 x 125 feet.

Southern States Turpentine Co., Cleveland, Ohio, have established a Toronto branch at 101 Victoria St., with warehouse on Brock Ave., branch being in charge of H. T. Hamilton, formerly Toronto manager of the Carolina Pine Products Co.

MOTHS IN BRUSHES.

Retailers will do well to go over their stock of paint brushes at this season and take care to see that the brushes are protected from moths. A few moth balls or some moth flake camphor, or even some tarred building paper cut in small pieces, will protect brushes from being destroyed by moths. In every parcel or box of brushes some of the materials mentioned should be placed, in order to be on the safe side. It would be well also to go over the stock again in August, as in many cases where retailers have failed to give attention to this detail, stocks of brushes have been practically ruined and made unsaleable.

Ingram & Davey, St. Thomas, have been showing a library in their window, they participating in one of the library voting contests being held throughout Ontario. Another of their windows is devoted to a fine display of brass and copper goods, a line on which they specialize considerably, they finding the line one of the most profitable in the store.

Canadian Trade News

BUSINESS CHANGES.

Eastern Canada.

Andover, N.B.—M. S. Sutton sold to J. W. Miles.

Lennoxville, Que.—C. J. Lane & Son opening new store.

Montreal—Rosemount Hdwe. Co., opening store.

Ontario.

Alexandria—D. Courville, suffered loss by fire.

Guelph—McMillan Bros. are succeeded by Guelph Hardware Co. (D. L. Myers, Stratford).

Ottawa—Ernest Claude succeeds Gilbert Julien.

Richmond Hill—J. Eyre & Son retiring from business.

Chatham—N. M. Moore, tinsmith, retiring.

Smith's Falls—George Bateman, opening tinshop.

Swastika—Joseph Bell, Haileybury, opening branch store.

Bruce Mines—Edwin A. White, succeeds White & Son.

Lucknow—Estate Thomas Laurence, assigned.

Manitoba.

Pilot Mound—Jas. Winram succeeded Chalmers & Watson.

Crystal City—Smith & Heygarth succeed S. B. Lynes.

Ganton—Patterson & Vincent succeeded E. Williams & Co.

Bradwardine—Field Bros. succeeded by H. T. Chappell.

Souris—Souris Hardware Co. sold to Field Bros., Bradwardine.

Winnipeg—D. J. Wallace, sold to Whiting Hardware Co.

Saskatchewan.

Conquest—John Murchison, new hardware store.

Main Centre—Crocker & Neisen, opening store.

Rosetown—L. F. Heartwell, tinsmith, sold to W. Powers.

Regina—C. T. Laird & Co. suffered loss by fire.

Regina—Armstrong, Smith & Dowswell purchased warehouse site.

Strassburg—Henry B. Devine suffered loss by fire and opening new store.

Vandura—W. Cheeseman, new hardware store.

Imperial—D. Small, opening store.

Saskatoon—S. T. Kempthorne, enlarging store 67 x 50 feet.

Q'Appelle—D. Brown, suffered loss by fire.

Strathmore—G. T. Berry has purchased hardware department of Strathmore Trading Co.

Penzance, Sask.—Larson Bros., opening store.

Alberta.

Acme—A. T. Pritchard opening tin shop.

Calgary—Calgary Hardware & Stove Co., incorporated.

Carlstadt—J. A. Gasson, sold out.

Bawlf—Molstad & Lomness have succeeded J. K. Kirkpatrick.

Crossfield—J. A. Sutherland, sold to Bowman & Sons.

Edmonton—Maxwell & Humes, tinsmiths, sold to Capital Sheet Metal Works.

Edson—Thompson Hardware Co., new store.

Lacombe—Morrison & Johnson, purchased Lacombe Pump Works.

Langdon—Hill & Morey, selling out.

Mannville—Cecil Franks, selling out.

Stettler—G. R. Farmer, sold to S. K. Holtan.

Strathmore—Chas. A. Young, new hardware store.

Ryley—Ryley Hardware Co., sold to W. H. Freed.

East Calgary—Calgary Hardware Stores, Ltd., building addition.

Calgary—Merchants' Hardware Specialties, Limited, incorporated.

Lethbridge—Latimer & Hart, opening store.

Watrous—Watrous Hardware Co., opening store.

British Columbia.

Victoria—P. McQuade & Sons, ship chandlers, established in 1818, have sold to L. J. Camusa, W. J. Christie and A. J. Peatt.

Victoria—Heisterman Hardware Co. will erect a new store building to cost $50,000.

Kelowna—Kelowna Hardware & Specialty Co., enlarging store.

Vancouver—McLachlan Bros., sold tinshop to Scoullar Sheet Metal Works Company.

HARDWARE HAPPENINGS.

Ross E. Young, Young Bros., Hanover, was married in June.

Percy Dietrich, of Shurly-Dietrich Co., Galt, was married in June.

The Galt Malleable Iron Co. are enlarging their plant 80 x 30 feet.

The Canadian Brass Mfg. Co., Galt., are building an addition to their plant.

The Canada Cement Co. will establish another cement plant near Winnipeg.

National Hardware Co., Orillia, are to build a 45 x 100 foot addition to their plant.

The National Screen & Wire Co., Albion, Mich., are to build a branch factory at Windsor.

The Maritime Nail Works, St. John, N.B., have been taken over by the Canada Nail & Wire Co., capitalized at $800,000.

Tim. W. Rogers, traveler for Taylor Forbes Co., Guelph, was slightly injured in a railway wreck near Newcastle recently.

Mr. Schaefer, of Smith & Schafer, Bolton, narrowly escaped a fall of 30 feet when doing a roofing job a fortnight ago.

Lt.-Col. Gartshore of the McClary Mfg. Co., London, has returned from a six weeks' holiday trip in England and Scotland.

Cochrane Hardware Co., Sault Ste. Marie have purchased a large site upon which they will erect a business block next summer.

Major C. M. Strange, sales manager Lewis Bros., has been appointed secretary and general manager of the Engineers' Club, Montreal.

A. C. Thompson & Hector Sutherland, of Thompson & Sutherland, New Glasgow, N.S., have returned home from a trip to the Pacific Coast.

Follis Berney, of A. Welch & Son, Toronto, and son of George Berney, hardware merchant, Caledon East, was drowned in Muskoka Lake in June.

Miss Jeffery, daughter of F. W. Jeffery, Midland, and one of the Hardware Association excursion party to Montreal in 1909, was married last month.

The McMurtry Hardware Co., St. Thomas, have moved S. A. Crawford's stock into their East End store. They recently took over and closed up the Crawford business.

The Wm. Rogers Manufacturing Co., Niagara Falls, has been incorporated at Niagara Falls, Ont., to carry on the businesses of the Wm. Rogers Manufacturing Co. and Ontario Silver Co. of that place.

Letters of incorporation have been issued to the Thomas Davidson Manufacturing Company, Montreal, with a capital stock of $5,000,000. The company is authorized to carry on the business of smelting, casting, etc.

"Jack" McMillan, one time salesman for Rice Lewis & Son and Lewis Bros., but more recently a retailer at Guelph, pulled off two big stunts in June, selling his business and marrying a Guelph widow, Mrs. J. A. Wilcocks.

Fred E. Ellis, recently traveling salesman in Western Ontario of the Gurney Foundry Co., and the Gurney Tilden Co., and now manager of the installation department of A. Welch & Son, Toronto, was married on June 27 to Miss Margaret Bawlston, Toronto.

George E. Baxter, traveler for McClary Mfg. Co., Toronto, has joined his father-in-law, J. G. Kingsboro, Little Current, in the retail hardware business. G. A. Maguire, for two years with the McClary Co., in Nova Scotia, has been transferred to Mr. Baxter's former territory.

At noon on July 2, fire was discovered on the fourth floor of the Martin-Senour Company's works, Montreal. A first and second alarm were immediately sent in, and through the able work of the Montreal Fire Department it was speedily under control, the principal loss resulting from water, which did con-

siderable damage to printed labels and advertising matter. There will be no delay whatever in the execution of orders, and the plant is again in full operation.

The Keyless Lock Co., has been incorporated at Montreal, with capitalization of $50,000. Edouard, Joseph and Alphonse deCharette, grand Mere, Quebec, are the incorporators.

The Luminous Locator Co. has been incorporated at Montreal, capitalized at $150,000, to manufacture paints. W. J. S. McMaster, merchant, Westmount, is one of the incorporators.

DOMINION EXHIBITION AT REGINA.

Peart Bros., Regina, who in 1909 embarked in the wholesale business, and during the past year have enlarged both their wholesale and retail floor space by fully 100 per cent.



Peart Bros. Warehouse at Regina.

Their jobbing warehouse is a four story brick and concrete building of slow burning mill construction, located on a railway siding, this enabling them to receive and ship goods very promptly. J. Walton Peart, one of the founders of the Ontario Retail Hardware & Stove Dealers' Association, is secretary-treasurer of the company.

During the Dominion Exhibition to be held at Regina, July 31 to Aug. 13, Peart Bros. are throwing their warehouse and retail stores open for the inspection of hardware men, who take advantage of the cheap rates to visit Regina.

Amongst the hardware firms exhibiting at the Regina Exhibition are the James Stewart Mfg. Co., Woodstock; McClary Mfg. Co., London, Ont.; Dover Mfg. Co., Canal Dover, Ohio; Barnet Mfg. Co., Renfrew, Ont.; R. Moore & Co., lighting systems, Regina, Sask.; Parker & Whyte, Sanitary Appliances, Winnipeg, Man.; National Mfg. Co., Ranges, Ottawa; Pilkington Bros., Winnipeg, Man.; Ontario Wind Engine & Pump Co., Toronto.

THE WEST HOLDS THE RECORD.

The J. H. Ashdown Co., Winnipeg, who did a retail business of over $800,000 last year, are said to be running over $100,000 some months this year, and expect to total over the million mark this year. This, of course, includes their plumbing, tinsmithing and lighting fixture business. But where will you find another retail business like that?

WESTERN CANADA NEWS.

The Canadian Cordage Co., Saskatoon, have incorporated.

W. Harkness has established a broom factory at Prince Albert.

The Macleod Iron Works has been started at Macleod, Alberta.

G. S. Murray, representative of the McClary Mfg. Co., Saskatoon, was married on June 14.

The Canadian Fairbanks Company, Limited, may erect a $250,000 warehouse in Vancouver, B.C.

A new warehouse is being erected for A. McBride and Co., Calgary. The building will be 50 x 120, and have six storeys.

The Munro Steel & Wire Works, Winnipeg, will establish a branch in Vancouver devoted to the manufacture of wire fencing.

The Consolidated Plate Glass Co., Winnipeg, is now under the management of J. E. Wilson, late of the head office in Toronto, vice James Shaw, who has gone into business for himself.

Calgary, Alta., is to have a nail factory, according to report, the plant to be a branch of the Gordon Nail Works, St. John, N.B. If the plant is established it will have a capacity of 90 thousand kegs per ann m.

Hardware clerks at Regina are forming an association affiliated with clerks in other lines of trade, the object being to work with retailers in establishing stated hours of business and in arranging for healthful recreation.

Clare & Brockest, Winnipeg, representatives of Clare Bros., Preston, Ontario, manufacturers of stoves, furnaces and similar lines, and also representatives of the Metal Shingle and Siding Company, of Preston, will build a large warehouse on May street, Point Douglas, Winnipeg.

J. H. Ashdown, President of J. H. Ashdown Hardware Co., Winnipeg, has completed arrangements for the erection of their new six storey warehouse building at Saskatoon, to cost $100,000. Plans are also being prepared for an addition to the Ashdown Company's Winnipeg warehouse, the addition to cover an area 80 x 135 feet.

On June 16, fire destroyed the building and contents of the Great Northern Hardware Co., Swift Current, Sask. The only things saved were a few books and papers. The cartridges exploded in one continuous roar, with several large explosions from powder, but fortunately the large gasoline tanks were buried in the ground. The loss to the Great Northern will be about $100,000, half covered by insurance. The Swift Current Hardware Company's store across the street caught several times, but was extinguished with but little damage.

A NEW FURNACE SELLING PLAN.

A. Welch & Son, 302-304 Queen Street West, Toronto, representatives of Clare Bros., Preston, and who have probably the largest retail stove and furnace business in Ontario, have adopted a new plan to sell furnaces.

Every year they have a lot of customers call on them in the fall months and ask to have furnaces or boilers installed, the order having been held off owing to not having the ready cash to order the heating job in the summer, when the heating contractor is slack of work.



This year they have organized a "Furnace Club," on the line of the furniture clubs conducted by the large departmental stores, and already, though the ad. appeared only on July 10, they have had quite a number of inquiries by phone and letter. Their aim will be to secure a cash payment on account from each member of the club, and to give easy terms on the balance, only property owners being accepted as club members.

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MR. GEO. H. SAYWELL, - Saskatoon

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A.B.C. 5th Edition
Telephone, 4317 Saskatoon

NEW STORE AT COCHRANE BURNED.

Frank A. Child, Cochrane, was in Toronto last week to purchase Bennett boxes and equipment for his fine new store at Cochrane, he having purchased for $15,000 a new cement two-storey building, 37 x 70 feet, in the very center of that growing town. The new building was to have been ready by Sept. 15, but was burned down in the big fire on July 11. Mr. Child also plans a substantial residence on the lake at Cochrane, where he intends to remove from Matheson and take charge of the Cochrane store, which is to be broadened out into a hardware, furniture and house furnishings store, the second floor being used for the furniture, and part of the basement for plumbing and tinshop. Altogether the new store, when rebuilt, will be one of the finest in the North.



Charlie and Frank Child

Charlie Child, who is shown in the picture, with big bodied and large hearted Frank, will be transferred from the management of the Cochrane to the Matheson store. Matheson, a view of which is shown herewith, is a thriving town of about 100 population, with about 500 men homesteading in the woods surrounding the town. Frank Childs, as Crown Lands Agent, placed 60 settlers in two months this spring. Many of these were burned out in the forest fire, and Matheson itself is threatened.



View of Matheson, Ont., a new typical Canadian town.

Mr. Child and his family were at Parry Sound on July 11, when news was received of the fire, and immediately left for Toronto, and before the ashes were cool at Cochrane and Kelso, and while the fate of his Matheson store, shown in the illustration, was yet uncertain, he was buying a new stock and engaging large tents to store it in. Six thousand dollars' worth of goods, largely builders' hardware and supplies, were bought by him on July 12, and on the morning of July 13, the goods, along with the tents, were shipped north by Rice Lewis & Son, who have Mr. Child's account, and with whom Mr. Child secured his early hardware training.

Mr. Child left for Cochrane on July 13, and expects to have his tent store running by Monday, July 17. He had a $14,000 stock at Cochrane, with about $8,000 insurance, carried at 10 per cent. premium.

In addition to Mr. Child's stores at Cochrane and Kelso, T. J. McManus' store at Cochrane was burned, and reports indicate that the store at Matheson, the three hardware stores at Elk Lake, and possibly stores in other Northern Ontario towns may be destroyed by the flames.

FINE HARDWARE STORES IN WEST.

Dulmage & Spark, Wilkie, Sask., are one of the hundreds of hardware firms who have grasped the opportunity to establish hardware businesses in the scores of new towns being opened up each year along the lines of new railways in the Canadian West.

Dulmage & Spark built their store in the spring of 1909, showing their faith in the future of the town by laying a foundation strong enough to carry two stories, and by putting in a modern metal store front, with plate and prism glass, equal to any found in the larger cities. This year they are



Modern Store Front at Wilkie, Sask.

erecting one additional story so good have they found business.

The window displays are also up-to-date, the semi-circular arrangement of saws and the tool case in one window, and the three heating stoves connected up with pipes in the other window, are very commendable.

"We have found business a great deal better than we contemplated at first," write Dulmage & Spark, "and we think that any person desirous of going into business for himself cannot accomplish his purpose to better advantage than by starting up with the establishment of a new town in the West. We consider that one of the attractive features of starting business in this way is that there is no good-will to purchase."

CHANGES IN THE OLD RICE LEWIS FIRM.

Rice Lewis & Son, Toronto, after being for over half a century largely controlled by the estates of the late John Leys, A. B. Lee, and A. Burdette Lee, has now definitely passed into new hands, the successors very rightly being the "old guard" of the employees, under the leadership of Mr. R. C. Fisher and Mr. A. E. Gilverson, who have been operating the business for the past two and a half years. On June 20 the transfer was completed, Messrs. Fisher and Gilverson paying over $310,000 to complete the deal. A new board of directors has been chosen, and following the policy announced in December, 1908, the old employees have been taken into the company. The new board will be under the presidency and direction of Mr. Gilverson, and Mr. Fisher, while Walter J. Lawson, James W. McMillan, Fergus E. McDonald and E. R. Kastner will be directors.

Co-incident with the change, the old premises on the corner of King and Victoria Streets, 40 x 104 feet, have been sold, possession to be given early in 1912. Behind the corner building the firm still owns a five-story warehouse building, 60 x 160 feet, and this will be occupied, the ground floor as a retail store, with 160 feet of plate glass frontage, and 60 feet depth, and the upper stories as offices and warehouse quarters. The jobbing warehouse on Atlantic Avenue will, of course, be continued, it having railway siding facilities.

A meeting will be held at Montreal, July 19, to endeavor to reach a definite decision regarding the much talked of wholesale hardware merger.

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WINNIPEG TORONTO MONTREAL

241 Spadina Avenue

GLASS **GLASS**

Market Situation

OPTIMISM IS THE KEYNOTE.

By D. G. Ross, Hardware Merchant, Saskatoon.

During my four years' connection with the hardware business in this district the prospects for the future were never better than at the present time. Every one is enthusiastic over the crop conditions, while the building industry was never brisker, and there is every indication that business will be good during the summer and fall. Merchants, grain growers, builders and real estate operators are all full of confidence for the future. Climatic conditions have been ideal, and such as to insure an abundant harvest. The agricultural prospects are satisfactory, and on these are based the present business outlook. The crop yield is sure to be a heavy one. There is abundance of moisture and the growth of the past few weeks has been wonderful. Add to this the fact that there is an increased acreage under crop this year, and it will be seen that there is every reason for being optimistic.

The spring business was excellent and opened out with the first indications of fine weather. At the present time the building trade is very active in this district, creating a brisk demand for all lines of builder's supplies. Many vacant lots which have been held by speculators for years, are now being built on, and there is a healthy development all round.

There is now a good run on warm weather goods; refrigerators, ice cream freezers and campers' supplies selling freely. Many new comers are settling both in the city and surrounding districts, thus adding vim to the regular line of business, in many cases complete new outfits being necessary for the new home and farm. Wholesale houses continue to locate here, and several are having their premises enlarged.

With bright prospects for an abundant harvest, merchants are turning their thoughts to the purchasing of supplies to meet the needs of the threshers. The demand for such requisites is sure to be heavy this season. The demand last year for this line of goods was light, owing to the short harvest season, thus necessitating the carrying over of considerable stocks, but these are now being replenished for the coming fall business. Optimism is the key note of the West, and indeed on every hand there are signs of expansion, aggressiveness, and prosperity.

WESTERN HARDWARE MARKETS.

Concerning conditions of the hardware trade during the past months of 1911, the whole may be concisely expressed as "first class." Early in the year, a feeling of "good times" took hold of people in Western Canada. Buying was done on a large scale comparatively, and trade was good. This condition continued up until March, which was a record month for wholesalers of hardware. Big prospects meant big buying. Merchants felt assured that the season's outlook merited putting in more goods, and the orders came in. New towns have been established, older ones growing rapidly, and everything has helped make the past six months' hardware purchases big.

Conditions of business at the beginning of July are in a somewhat slower state. As is always the case, there comes a time of intervening trade when all feel that they must go slower, and hence trading slows up. There cannot, however, be any question as to the fact that there is a feeling of prosperous times in the whole West. A better class of goods is being bought, and the quicker payments made show this without any doubt.

Present indications are that this year's business in hardware will eclipse all former years. A glance over supply houses' doings show what they are looking forward to. Increased warehouse space, increased buying and increased staffs, and the desire for more experienced help, show that the jobbers look for large things.

There is always an uncertainty regarding Western crops, but from the present outlook the yield this fall will be huge. Plenty of rain and sunshine has brought grain along at a tremendous pace. Men, who have been in the West for thirty years, say they never saw anything to equal this year's crops as they now appear.

Hardware men, should and will, if they are alive to their opportunities, have plenty of good business this fall. But do not take on too much credit.

Winnipeg Prices Current.

Black Sheet Iron—28-gauge, $3.75; 26, $3.60; 24, $3.50; 22, 20, 18, 17, $3.50; 16, 14, 12, $3.40; 10, $3.25.

Bright Iron Wire—9-gauge, $3.20; 10, $3.26; 11, $3.32; 12, $3.40; 13, $3.50; 14, $3.60; 15, $3.75; 16, $3.90.

Canada Plates—Half polished, 6-7, $3.65; 8, $3.90; full polished, 6-7, $4.40; 8, $4.65.

Copper—Planished, 16 oz., 30c.; plain tinned, 16 oz., 24c.

Galvanized Iron—Apollo, 10¾ oz., $4.80; 28, $4.60; 26, $4.20; 24, $4.00; 22, $4.00; 20, $3.90; 18, $3.85; 16, $3.80. Queen's Head, 28 guage, $4.80; 26, $4.60; 24, $4.20; 22, $4.20; 20, $4.00.

Tin Plates—I.C., 20 x 28, full boxes, $10.25; half boxes, $5.50; I.X., 20 x 28, full boxes, $12.25; half boxes, $6.50; I.X.X., 20 x 28, full boxes, $14.25; half boxes, $7.50; Terne, 20 x 28, $9.75.

Iron—Bar, $2.50; Base, sleighshoe steel, $2.65; plow, common, $4.50; crucible plow, $6.00; angle, $2.75; harrow, $2.75; cast October, 8½ base; Spring, $3.40; machine, $3.50, tire, $3.00.

Wire—Barb, $2.65; Annealed, 9-gauge, $3.00; 10, $3.06; 11, $3.12; 12, $3.20; 13, $3.30; 14, $3.40; 15, $3.55; 16, $3.70. Galvanized, plain, 8-gauge, $3.50; 9, $3.10; 10, $3.60; 11, $3.70; 12, $3.30; 13, $3.40; 14, $4.25; 15, $4.75; 16, $5.00. Stove pipes, Nos. 18 and 19, 5¼. Poultry netting, 57½ p.c.

Nails—Wire f.o.b. Fort William, $2 45; Winnipeg, $2.90. Cut f.o.b. Winnipeg, $3.15.

Bolts—Carriage, 3-8 in. and under, 65 per cent.; 7-16 and up, 55 per cent.; plow, 50 per cent.; sleigh shoe, to 3-8, 55 per cent., 7-16 and up, 45 per cent.; stove, 75 and 10 per cent.; tire, 70 per cent.; machine, 60 and 5 per cent.; do., 55 per cent.

Building Paper—No. 1, tarred, 62 1-2@75c. per lb.; plain, 45@60c.; sheathing, $1.10 per roll; tarred felt, 8, 10 and 16 oz. $2.35 per 100 lbs.

Cement—Portland, barrel, $2.40 to $2.50.

Chain—Coil, 3-16 in., $9.25; 1-4, $7.10; 5-16, $5.40; 3-8, $4.65; 7-16, $4.40; 1-2, $4.15; 9-16, $4.00; 5-8, $3.95; 3-4, $3.75. Logging, 5-16, 6c.; 3-8, 5 1-2c. Tie out, 70 and 10 per cent.

Screws—Bright, iron, round head, 80 per cent.; flat head, 80, 10, 10 and 10 per cent.; round head, 70 per cent.; flat head, 75 per cent.

Linseed Oil—Raw gal., $1.20; boiled $1.23 gal.

Turpentine—85c. per gal. in barrels.

White Lead—$5.75@$6.75 per 100 lbs.

Vancouver Prices Current.

Bar iron, $2.75 base; Jessop's bar steel, 14c.; horseshoes, No. 2 and larger, $4.80 keg; horseshoes, No. 1 and smaller, $5.05 keg; horseshoe nails, No. 9 and larger, $3.50 box; flathead bright screws, 80 and 20 per cent. off list; carriage bolts, small sizes, 62 1-2 per cent. off list; cut nails, $3.50 keg base; wire nails, $2.85 keg base; Manila rope, base, 10 3-4c. lb.; boiled oil, $1.45 gal.; white lead, $7.20 100 lbs.; putty, $3.75 100 lbs.; turpentine, $11.30 case; glass, first break, 16 oz., $3.90 100 feet.

METAL MARKETS.

Midsummer dullness prevails in the metal markets, but the second half of the year has a brighter outlook than the past six months. The market in the States shows signs of improving, and with a stiffening across the line trade and prices will improve in Canada.

Pig iron has been incorporated from the States in fairly large quantities by stove foundries during the past few months, and there has been a tendency on the part of Canadian furnace men to reduce prices to meet the outside competition. Foundries were forced to shut down during the ex-





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TORONTO, - - CANADA

You Can't Overlook Facts

Mr. Dealer:—Here are a few statements that you can't afford to overlook.

Minerva Paints and Varnishes were first manufactured in England 76 years ago—their growth was spontaneous and steadily increased until the London house was supplying *Minerva Brands* to the markets of the world. Canada was recently recognized as a market which could produce a large demand, and although the competition was strong, it was decided to build a Canadian factory and manufacture identically the same brands as were made in England. About six months ago the large Toronto factory started to fill the already waiting orders. Since the first day the success of *Minerva Paints and Varnishes* has surpassed all expectations. The demand has been such that the extreme possible output has been taxed. The success of *Minerva Brands* has been assured in Canada. There are reasons for such growth.

Minerva Paints and Varnishes give honest value—they contain absolutely the very highest grade ingredients possible to procure.

The Manufacturers co-operate in every possible way with the dealer.

Extensive consumer advertising is used. A good fair margin of profit and an attractive proposition is offered.

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Write us for information—be a part of this big selling organization and get your fair share of the waiting profits.

Established in England - 1834

Pinchin, Johnson & Co. (Canada), Ltd.

377-387 Carlaw Ave., Toronto, Can.

treme hot weather, but the demand for stoves is so great that foundries are working to their limit. Nominal quotations for Canadian foundry iron, No. 1, are $18.50, with No. 2 quoted 50 cents less.

Copper, lead and tin have been rather featureless during the month, as has also spelter and zinc. Tin is holding firm, however, at 48 cents.

Galvanized iron is due for a cut in August, both U. S. and English prices having declined for August shipment, the cut averaging about ten cents. Import orders of Canada plates are arriving in fair quantities, and remembering last year's shortage, metal men are stocking early. Stocks of most sheets are light, and jobbers look for an active fall trade.

HARDWARE MARKETS.

The first half of the year has been a very satisfactory one for hardware jobbers, the six months showing a good increase over the corresponding period last year. Collections, too, have been very good, jobbers having few losses to report. In the West a Credit Association is undoubtedly needed, and the grocers in Ontario may also need such an organization, but the hardware business in this province is on a pretty firm basis, except for some foolish price cutting amongst retailers, said a Toronto jobber.

Builders' hardware has experienced a good demand, though in Toronto building has been retarded owing to a shortage of brick. Mechanics' tools have sold in large quantities so far this season.

Warm weather goods were never in such demand as this year. Screen doors and windows, refrigerators, oil stoves, ice cream freezers, etc., commenced moving early in May, and in June shortages of stocks became evident, refrigerators, as reported in the Journal last month, having been pretty well cleared out at that time. Owing to the heavy call on the cheaper lines, there has been a large trade in more expensive goods. Freezers, too, have had a larger sale than usual this season. Electric fans have been exceedingly popular, and in sporting goods, fishing tackle, canoes, camp goods, tents, hammocks, baseball and tennis goods, etc., have sold very freely.

Combination gas and coal ranges have been selling in fair numbers to newly married couples, while coal oil and gasolene stoves have been in big demand. Furnaces are in better demand, as new buildings are nearing completion. Fruit canning utensils and enamelware are seasonable, and a good trade is being done in them. Lanterns, burners and lighting goods are being ordered now, prices being firm.

Bolts, screws, nails, and other heavy hardware lines are normal, a good volume of goods going out at unchanged prices.

PAINT AND OIL MARKETS.

"We have tripled our paint business in Western Canada the first half of this year," said one paint manufacturer, in speaking of the splendid business done so far this year. And other paint manufacturers have similar stories of increased business in spite of the high price of turps and oils.

Midsummer has brought a temporary lull in the mixed paint business, but painting of new houses is increasing, and there is a steady demand for varnishes and stains, there being more of this class of goods used nowadays than white lead and oil. An increasing number of retailers are paying attention to their paint department in the summer and fall months, and sales are increased as a result of their special effort.

Turpentine has apparently struck the bottom of the toboggan slide, being now quoted at 76 cents, practically half its price a couple of months ago. The present figure is considered to be the low mark, with a good chance of prices gradually firming up during the fall.

Linseed oil has continued fairly steady during the month, the low quotation in Toronto at present being $1.02 for raw and $1.08 for boiled, although other dealers ask a couple of cents above this. While no immediate change is looked for, it must be remembered that there is a big shortage in the world's supply of flax seed and, under these circumstances, the tendency is upward.

Putty prices have been shaded during the month, the quotation now being: bulk, in casks, $2; in 100 lb. drums, $2.20, and bladders in barrels, $2.40.

Trade in white lead, varnishes, etc., is very good for this season of the year. Ready mixed paints, as stated before, continue to be sold in large quantities.

PAINT TRADE INCREASED.

The Munroe, Zavitz Co., Wallaceburg, write: "Our paint trade was larger this year than ever before. We find that the people generally haven't as much regard for the almighty dollar as they once had. When they come to buy they more often ask for the best we have, than as to what is the price. Our turnover was much in excess of last year. This section of the country is very prosperous. More farmers are becoming land owners instead of renters, and many who were once considered no good are now first class. We consider this was the most favorable year in the history of Canada, and look forward to more business in the future. Our store trade was the best in three or four years.

NEW GOODS ON THE MARKET.

The Marble Arms & Mfg. Co., Gladstone, Mich., who have marketed the Marble Game Getter Gun, the Marble Safety Axe and other outing specialties, are now introducing the Clincher Fish Gaff, which does not have just a few long teeth, but a series of short teeth, just sufficiently pointed to hold the fish in a vice-like grip, but not long enough to cut through the scales and tear the flesh. The points are held open by the coiled spring and by contracting the muscles of the hand, the fisherman can bring the points together instantly and with much or little pressure, according to the size of the fish, it being designated for fish of all sizes from a half-pound up to twenty pounds. The retail price is one dollar.

Clayton & Lambert Mfg. Co., Detroit, Mich., are placing on the market a brazing machine, equipped with a powerful generator, creating an intense, smokeless blue flame. It is especially constructed for straightening automobile frames and axles, engine drive-arms, brazing bicycle and motor cycle frames, taking dents out of steel plates on boilers and for melting lead, zinc or babbitt, tempering tools and for all purposes where an intense heat is required.

E. C. Atkins & Co., Indianapolis and Hamilton, Ont., are placing on the market a plasterer's finishing trowel of the Indianapolis pattern, designated as No. 10. The blade is made of saw steel, which is highly tempered, hard and stiff, but not brittle. The mounting is of cast steel and extends to within 5-8 to 1-2 in. of the end of the blade, thus insuring stiffness. The tool is made in lengths from 10 to 13 in.

The White Mop Wringer Company, Fultonville, N. Y., has added to its line of mop wringers, one of mammoth size for those who handle extra large mops, designated No. 00. The wringer is all iron and steel except the handle, and it is large and powerful enough to wring a 36-ounce mop, dry and with very little effort, while it will wring smaller sizes down to 24 ounces. The wringer is made to stand the heavy work and save the hands, wrists, arms and backs of operators.

The Luther Manufacturing Co., Milwaukee, Wis., have issued a new catalogue describing the extensive line of grinders made by them.

ELECTRIC WASHER IN WINDOW.

The Mulhall Hardware Co., Ottawa, used as a window attraction last month one of D. Maxwell & Son's new electric washing machines, also featuring it in their ads in the local papers. Great interest was shown in this latest labor saving device, as whenever the current was switched on crowds watched the machine in operation. The machine is fitted with an electric motor and retails for $65.

THE WEIGHT OF CHARCOAL.

A correspondent asks, "What is the standard weight of a bushel of charcoal?"

The lightest grade, containing the least amount of moisture, weighs 14 to 16 pounds to the bushel, while the heaviest grades weigh up to 30 lbs. About 24 pounds is considered as the standard.

Build up a trade on **the repeat order** basis by recommending

"International" Varnish Products

A majority of Hardware Dealers *are* doing that.

Don't take it on our say-so, but *investigate* for yourself—

And you will find out that a *big percentage* of Canadian Hardware Merchants *feature* "International" Products.

There are *more than a few reasons* why they should. Take

ELASTICA

for instance—the floor finish that's practically imperishable. The only truly elastic finish on the market—the finish that wears like nickel steel.

Elastica does not mar, scratch, white or spot. It dries dust free in four to six hours and hardens over night.

Elastica Nos. 1 and 2 are used for Exterior and Interior work respectively.

Let us know your varnish and finish requirements and we'll give you solid reasons why you should always specify International Products.

All International Products are sold in full Imperial Measure Cans.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO WINNIPEG

A 24

Easily Worked Up "QUEEN'S HEAD"



Galvanized Iron

"QUEEN'S HEAD" is soft and tough and will work up readily, thus saving time on important jobs.

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

Vacation Time is Near

This school does not expect our scholars to study during **July and August,** but we are enrolling scholars and preparing for a much larger enrolment this fall than ever before.

If you are considering taking a course in detailing and developing patterns for sheet metal work, send in your application now and be ready to start **September First** for fall and winter study.

Write for my new circular giving full information and list of all drawings in the course.

GRAY'S SCHOOL

3537 Third Ave. - - - NEW YORK CITY

Monarch Typewriters

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

THE MONARCH TYPEWRITER CO., LIMITED

46 ADELAIDE STREET WEST

TORONTO, - ONT.

PREVAILING MARKET PRICES.

Toronto, July 12th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20
Antimony, per lb. 0 08¼
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting..... 13¼
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb.,	21½ 26½
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb...48 00	49 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35
Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00
Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00
Tinned Iron.
72x30 up to 24 gauge, case lots..... 7 25 7 35
72x30 up to 26 gauge, case lots 7 85
Scrap Metal, Dealers' Buying Prices—
Heavy Copper and Wire lb. 11¼
Light copper bottoms ... 09¾
Heavy red brass 10¾
Heavy yellow brass 08½
Light brass 06½
Tea lead 02½
Heavy lead 02¾
Scrap zinc 0 04
No. 1 wrought iron 10 00
Machinery cast scrap, No. 1 .....14 50
Stove plate 13 00
Malleable 9 00
Miscellaneous steel 6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Barrels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12	
U.S. Water white	0 13½	
U.S. Pratt's astral	0 15½	
Castor oil, per lb., in bbls.	0 08	0 09
Motor Gasoline, single bbls.	0 17½	
Benzine, per gal, single bbls.	0 15½	

Putty—
Bulk in casks 2 00
Bulk 100 lb. drums.... 2 20
Bladders in barrels 2 40
Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 76
Linseed Oil, single barrel, raw 1 03 1 05
Linseed Oil, single barrel, boiled 1 06 1 08
Rosin, "G" grade, bbl. lots, 100 lbs. 3 25
Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70
White Lead, ground in oil—
B. B. genuine 7 40
Other brands 6 15 6 90
White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 08½
Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 30 and 5 p.c.
Miscellaneous—
Beeswax, per lb. 0 40
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 2 30
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable; 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
[illegible] new 81 list.
[illegible] and smaller [illegible] p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
[illegible] list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
[illegible] and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, [illegible]c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz..... 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent..

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Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
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RU-BER-OID has *proved*, in twenty years of actual service, that it is weather-proof, strongly fire-resisting, unaffected by acids, fumes or gases, or by extremes of heat or cold—that it will neither rot, warp, rust, crack, peel off, get soft and porous nor hard and brittle.

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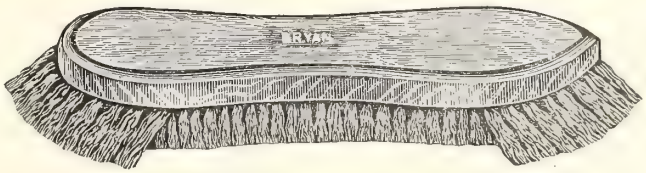
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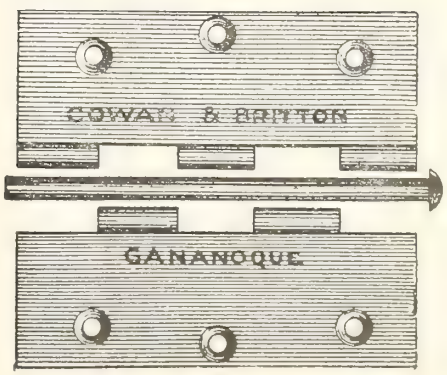
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HIGH SPEED FLY WHEEL.
RAPID ACTION DASHER.



For smooth running, easy working and rapid action this machine has no superior.

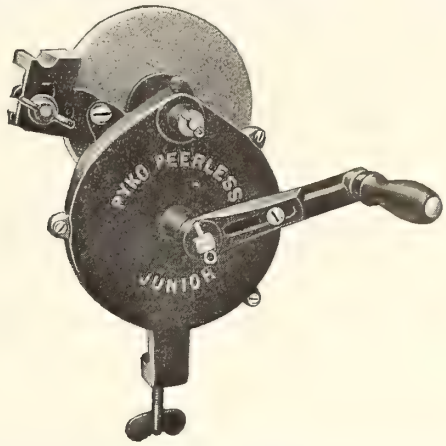
The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

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Won't you drop us a line and let us tell you more about them? It's well worth while.

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MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

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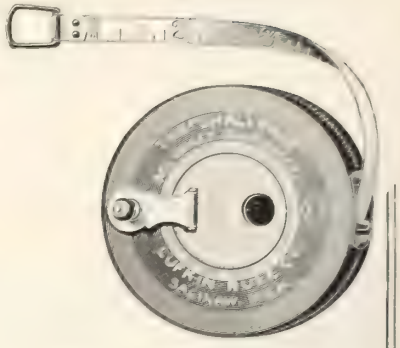
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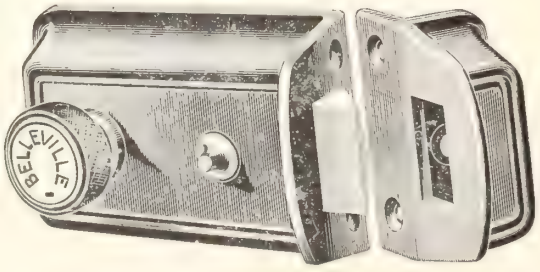
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If you are a dealer and have been selling shot-guns for some time, you will know that the gun with the simplest mechanism, the one with the fewest parts to go wrong, is the gun that appeals to the sportsman. If, then, you can offer to your customers Tobin Guns you place yourself in a position to supply the demand for reliable shot-guns in your locality. The

Tobin Simplex Guns

is built for service. It will please the "Oldtimer" who will recognize it as a thoroughly reliable gun, and the veriest novice will appreciate the simple, strong construction of the working parts and the ease with which it can be taken apart and cleaned. Here is the gun with the selling power behind it. In every district we want to be represented by some energetic dealer, one who will show the Tobin Gun to his customers, and to such a dealer we offer terms that make it decidely profitable for him.

Write to-day. There are several districts where we lack dealer representation, districts where there is a growing demand for Tobin Guns which we are forced to supply direct. The dealer who represents us will get the benefit of this trade.

Tobin Arms Manufacturing Co.
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To Manufacturers of Stoves and Ranges

We offer several varieties of Sheet Steel particularly adapted to Stove and Range work. We call your special attention to the following:

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A handsome dark blue polished sheet, specially adapted for high class stoves, stove pipes, elbows, etc. Shipped with an oiled surface.

CANADIAN BLUE.
A blue polished sheet slightly lighter in color and not so highly finished as Wellsville. This is not oiled.

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Genuine charcoal hammered bloom iron, with beautiful dark blue mottled glossy surface, practically impervious to oxidation. This product is equal in every way to the genuine Russia Iron.

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A hammered steel sheet, with a surface similar to Patent Planished Iron, but not guaranteed against corrosion or rust.

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A high class sheet, for many years a general favorite on account of its uniform dark color and smooth clean surface. It is a superior product for stovepipe, elbows, etc.

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A highly finished sheet of uniform color made in gauges 14 to 24, specially for bodies of Round Oak Stoves.

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A smooth, perfectly flat steel sheet, accurately sheared to specified sizes; specially adapted to the manufacture of stoves and ranges.

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A good quality sheet of a uniform blue color, one pass cold rolled and box annealed.

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A cold rolled full pickled sheet, smooth, clean and free from scale.

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Made from Bessemer steel, one pass cold rolled and box annealed. A very good sheet for ordinary work, can be Patent Bevelled if desired.

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Hot rolled, open annealed, furnished in 16 gauge and heavier.

Also special sheets for Deep Stamping or any particular purpose.

B. & S. H. THOMPSON & CO., Limited

MONTREAL

Selling Agents for the American Sheet and Tinplate Co., Pittsburg.



Get Your Clerks Together

and Go Over the Day's Business With Them

The adding wheels of a National Cash Register will tell how much each clerk sold. It will show the amount of charge sales, the money received on account, money paid out and how many customers have been waited on during the day. All this information is shown at a glance.

The modern National Cash Register has a cash drawer and separate total counter for each clerk. By its use each clerk stands on his own merit. The blame for mistakes is placed where it belongs.

A postal card addressed to us will give you information about protecting your profits and increasing your trade through the use of a National Cash Register.

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Canadian Factory:
TORONTO

Manager in Canada
F. E. MUTTON

CANADIAN HARDWARE AND STOVE JOURNAL

MONTHLY $1.00 YEARLY

August, 1911 TORONTO Vol. 3. No. 8.

ANNOUNCEMENT

IN JANUARY LAST an announcement was made of the broadening out of the JOURNAL'S field to include the hardware and paint as well as stove and heating trades. Weston Wrigley, Secretary of the Ontario Retail Hardware and Stove Dealers' Association, and for six years managing editor of HARDWARE AND METAL, took charge of the editorial and advertising departments, and the remarkable growth of the JOURNAL during the past six months is sufficient evidence of the desire amongst manufacturers and jobbers for a well-printed hardware journal featuring the Selling End of the Hardware and Stove business.

THE TREND OF EVENTS in all branches of industry is towards consolidation and the publishers of the JOURNAL announce the amalgamation of the *Canadian Trade Press* with the *Commercial Press, Limited*, publishers of the following technical and trade papers:

Canadian Manufacturer
Railway Journal of Canada
Iron Trade Journal
Canadian Clayworker
Canadian Hardware and Stove Journal
Merchants Magazine
Canadian Builder
Canadian Nurse

COMMERCIAL PRESS, LIMITED, will have its own building and printing plant in Toronto, with an office in Montreal in charge of F. C. DOUGLAS WILKES, B.A., and branch offices at New York and Chicago. The JOURNAL will continue to be under MR. WRIGLEY'S management, associated with him as editor being W. L. EDMONDS, until recently general manager of the MacLean Publishing Company, and D. O. MCKINNON, a former editor of Hardware and Metal, but more recently advertising manager of Canadian Machinery and publisher of Canadian Manufacturer. G. H. HONSBERGER will represent the JOURNAL in Eastern Ontario, with GEO. G. COLVIN in Western Ontario.

UNDER THE NEW MANAGEMENT the JOURNAL will be made of even greater value to the hardware and stove trades in Canada than it has been in the past.

THE PUBLISHERS.

CANADIAN TRADE PRESS
TORONTO CANADA

There's Something more than Profit in the Sale of a Gillette

Time was when a good many dealers judged a sale wholly by the immediate profit. Now they look much deeper into it.

An honest sale at a satisfactory profit is always good.

A sale that pleases the customer more than he anticipated is better, for to the profit is added his good-will.

But the sale that, in addition, brings the customer back for more, is best of all.

That's a GILLETTE sale.

The GILLETTE Safety Razor certainly does please buyers, for it gives them quicker, cleaner, smoother shaves than they ever thought possible. It pleases them so well that they enthusiastically recommend it to their friends, and so pave the way for more business for you. Their satisfaction with the razor is, to a certain extent, credited to you, and you gain their good-will.

There are some lines of foreign manufacture, unadvertised, unknown, of most uncertain quality, of which this can scarcely be said.

More than that, each GILLETTE sale starts an annuity for you, for each man who buys a razor will come back to you for blades. Every time he drops in you have an opportunity to sell him perhaps several times the amount of the blade sale in other lines, and to strengthen your hold on his business.

These are some of the reasons why it does not take the clear-thinking, far-sighted merchant long to decide which razor it's best to handle for permanent business and satisfaction.



The Gillette Safety Razor Co. of Canada,
LIMITED

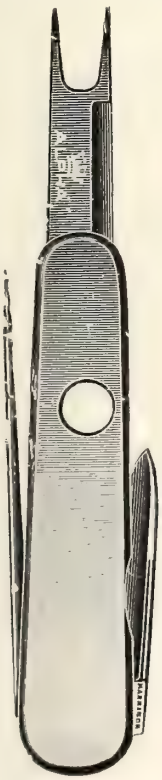
OFFICE and FACTORY:
63 St. Alexander St.,
Montreal

TRADE Gillette MARK
KNOWN THE WORLD OVER

Magnificent Stocks of
Choice Cutlery
That yield good Profits Retailing

It is generally conceded that we carry the best and most extensive stocks of Cutlery in Canada.

We handle only the finest **English** and **German** makers' goods, including **Harrison Bros. & Howson, Sheffield, England; Joseph Rodgers & Sons, Sheffield, England, and Henry Boker, Germany.** Their lines have long been recognized as the most reliable and eminently satisfactory. We invite comparison of prices with other makers, even those who have not the reputation of the firms named above.



We name a few articles, full stocks of which we always carry—

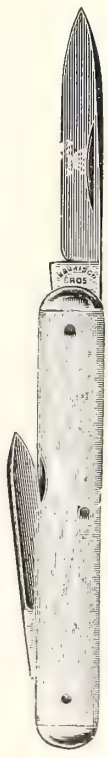
Pocket and Pen Knives, all sizes, handles and blades. **Spring Back Knives, Sheath Knives, Hunting Knives, Daggers, Butcher Knives, Kitchen Knives, Bread Knives, Ham Slicers,** etc.

SCISSORS—Household, Barbers', Paperhangers', Bankers', Tailors', etc.

Carvers in Pairs and Cases—We have them in three and five pieces.

Dessert and Table Knives—with Ivoroide or Ivory handles.

Cutlery in Cases—made up in assortments of Knives, Carvers, etc.



Try us for your Fall order. We'll guarantee you Entire Satisfaction.

RICE LEWIS & SON, LIMITED

Toronto - - - - Ontario

KENNEDY

Russwin Food Choppers | Pocket Cutlery and Butcher Knives | 47-11 Razors

AXES

"NO. 49" "ONTARIO" "TORONTO"
"UNCLE SAM" "DUNN'S BLACK HAND"

Hammered and full polished, in single and double bit.

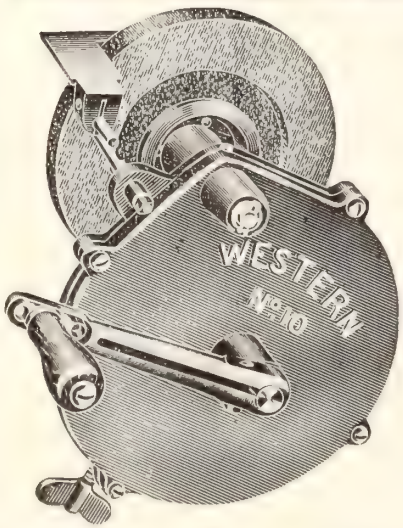
We are offering splendid values in Axe Handles.

KENNEDY HARDWARE CO., LTD.

51-53-55 Colborne Street, TORONTO

Exclusively Wholesale | Everything in Hardware

WESTERN TOOL GRINDER



For Durability, Efficiency and Economy no machine will give better satisfaction than the

WESTERN TOOL GRINDER

This machine is noiseless, dirtless, chainless, lightest run, longest lived grinding machine on the market. The friction is reduced to a minimum. It has cut gears encased. The wheel is a corundum grinder, 7 x 1. Every part of the machine is made of the finest iron and is very easy to handle.

Our grinders are packed in a box and only weigh 20 lbs.

There's money in it for you. Write to us.

THE TAYLOR - FORBES COMPANY, LIMITED

GUELPH, ONTARIO

REPRESENTED BY

H. G. ROGERS, 53½ Dock Street, St. John, N.B.
J. B. H. RICKABY, Victoria, B.C.
W. A. MacLENNAN, Vancouver, B.C.
HARRY F. MOULDEN, Travellers' Bldg., Winnipeg.
CANADIAN UNITED MFRS'. AGENCY, London, Eng.



I Tell You There's Money for You in selling

if you first gain the confidence of your customers by giving good value for money.

Samson Brand Farm Tools

are absolutely guaranteed. You can guarantee them to your customers and be sure of giving satisfaction. Then there's the question of "Does it pay to sell quality goods?" It does if you sell Samson Brand because you satisfy your customers and make a good profit.

SEND US YOUR ORDER NOW

H. S. Howland, Sons & Co., Limited

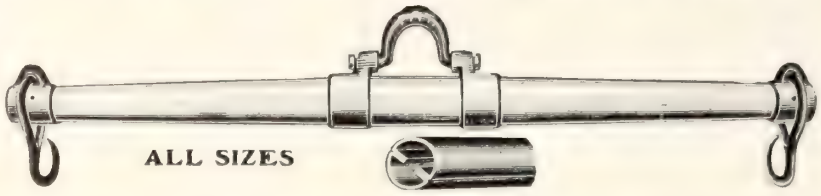
We Ship Promptly.

Wholesale Hardware
TORONTO

Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

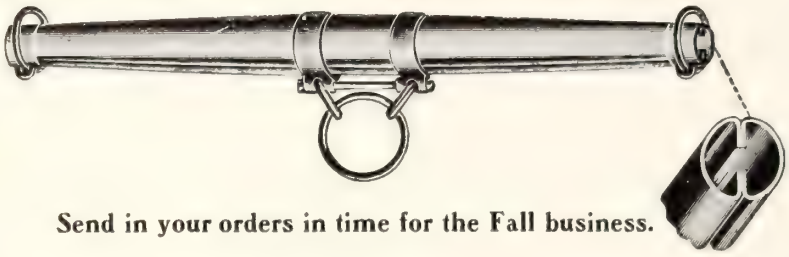
Tubular Steel Whiffletrees, Neckyokes and Doubletrees



Better than Wooden ones. Just as cheap. Do not weigh any more. They last much longer. Fittings do not get loose, and no lost time getting them repaired.

RELIABLE GOODS THAT WILL MAKE YOU

BIG PROFITS



Send in your orders in time for the Fall business.

Canada Steel Goods Company, Limited

Manufacturers

HAMILTON, - - - - - - - CANADA

GREENING

is the name known throughout Canada as synonymous with all that is best in Wire Chain.

When ordering light, small strong chains for any purpose whatever, or Cattle Trace, Tie-out, Breast, Post Tie or Kennel Chains, be sure you order

GREENING'S

You will assure satisfaction for yourself and for your customer, because we never permit a faulty chain to leave our mills.

YOUR JOBBER CAN SUPPLY YOU

THE B. GREENING WIRE CO., Limited

Hamilton - - - Montreal



Lumbering Tools



We Manufacture

Cant Hooks

Peaveys Skidding Tongs

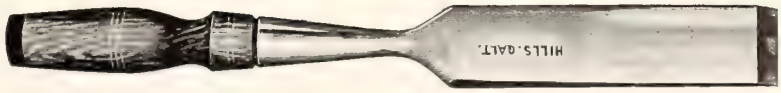
Hammers and Wedges



STOCKED BY THE JOBBERS
WE GUARANTEE THE QUALITY

Allan Hills Edge Tool Co.

Galt, Ont.



Quality Signs on Good Washers, Wringers AND Churns

ARROW BRAND

They're Trade Winners.

No other line begins to equal them for Quality, Distinctiveness, Finish or Saleability.

They're Profitable to the Dealer and Satisfactory to the User.

MADE BY

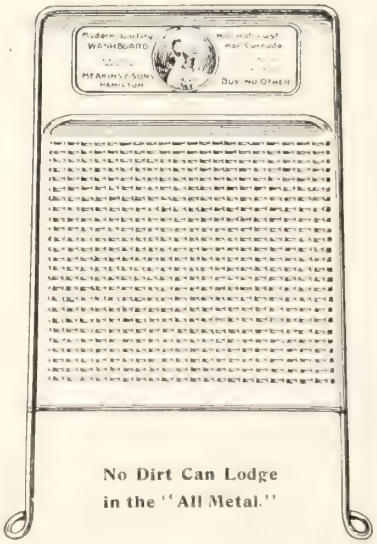
CUMMER-DOWSWELL, LIMITED, Hamilton, Ont.

Eastern Agents:
W. L. HALDIMAND & SON
Montreal, Que.

Western Agent:
H. F. MOULDEN & SON
Winnipeg, Man.

"All Metal" Sanitary Washboards

The "All Metal" will wear longer than five wooden washboards. They are highly sanitary and will not rust or corrode. No smell after washing. No nails or torn metal facing to tear clothing or cut hands—it's all in one piece.



No Dirt Can Lodge in the "All Metal."

This new line has caught on in surprising fashion.

Large orders coming from all parts of Canada.

Ask your hardware jobber for the "All Metal" washboard.

Branches:
MEAKINS & SONS
Winnipeg
MEAKINS & SONS
Toronto
MEAKINS BRUSH CO.
Montreal

MEAKINS & SONS
SOLE MANUFACTURERS
Hamilton, - - Ont.

Nova Scotia Agents
C. E. CREIGHTON
Halifax, N.S.

British Columbia Agents
F. G. EVANS & CO.
Vancouver, B.C.



VICTOR TRAPS

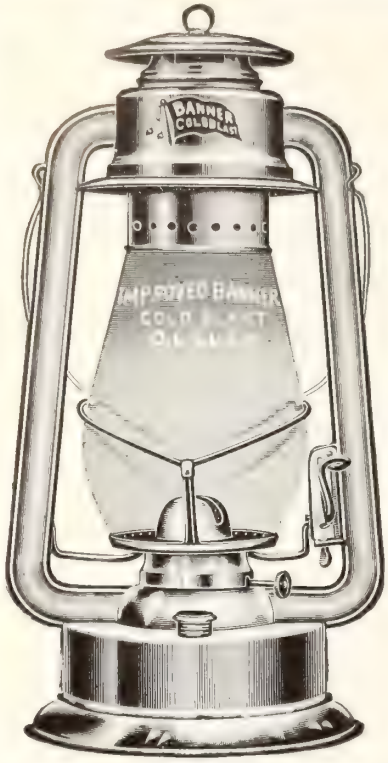
BEWARE of unknown traps. An unreliable trap jeopardizes your trade, for a trap is valueless if not a perfect machine. Victor Traps will not lose fur—they are sure to go and sure to hold. Every trap is warranted perfect. This means everything to the trapper.

ONEIDA COMMUNITY, LTD., Niagara Falls, Ont.

Also makers of Newhouse, Hawley & Norton, and Oneida Jump Traps.

See the V

VICTOR
ONEIDA COMMUNITY



"BANNER" COLD BLAST LANTERN

WHY offer your customers inferior lanterns?

WHEN you can get the best for the same money!

Just compare the "BANNER" with any other

Patent Well, Patent Lift Lock
Handsome Finish. Burns 15
hours longer than any other.

FOR SALE BY ALL JOBBERS

ONTARIO LANTERN & LAMP CO., Limited

HAMILTON, ONT.

BUTTERMAKERS DEMAND

THE "FAVOURITE" CHURN

Because they KNOW it is the best

A glance at its construction:—

That light but rigid angle steel frame
The bolted trunnions
The tight and conveniently arranged cover
The combined hand and foot drive
The roller bearings—

these very evident advantages convince one of its superiority, which is fully proven by actual churning tests.

As a natural result, more "Favourites" are sold in Canada than all other churns combined.



8 SIZES, TO Cchurn FROM 1-2 TO 30 GALLONS

DAVID MAXWELL & SONS

ST. MARY'S, ONTARIO

A Profitable Paint Oil Business

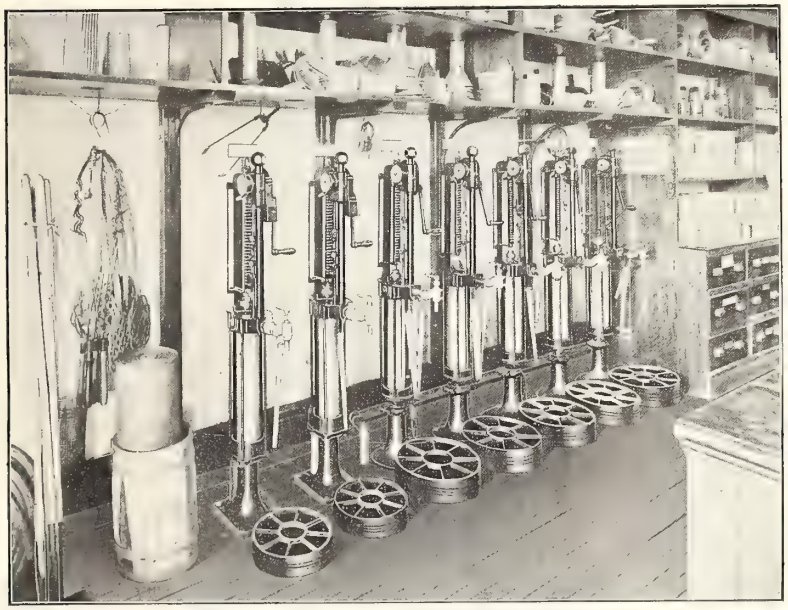
depends upon the method of handling this line. To use the old style measure and funnel system means a loss of from 10 to 20 per cent. of your profit to say nothing of the condition of your store, the extra space occupied by dirty, unsightly barrels and the increased fire hazard.

THE BOWSER PAINT OIL SYSTEM

removes all possibility of loss. It puts all the profit in your pocket and reduces the fire hazard to a minimum.

This cut was reproduced from a photograph of a system installed for Mr. Samuel Hobbs, 1434 Queen St. W., Toronto.

Look for the next illustration.



This system handles :

Canadian Coal Oil
American Coal Oil
Raw Linseed Oil
Boiled Linseed Oil
Turpentine
Gasolene
Benzine

Safely and Profitably

DOES YOUR OIL DEPARTMENT LOOK LIKE THIS?

It can be made just as neat and profitable by using the Bowser System. You can buy one tank or a dozen, just suit your convenience. Try it out, see what it will do. Ask the above party what it has done for him. It will mean a clean net gain to you.

Ask for Book No. 5N and get complete information.

S. F. BOWSER & CO., LIMITED

66-68 FRAZER AVE., TORONTO, ONT.

Satisfy Your Customers

By handling Davidson's Enamel Ware

Our Brands "Colonial" AND "Premier"

White and Star Decorated.



Attractive in color.

Smooth in finish.

Clean as china.

Profit and Satisfaction in every sale made.

Write us to-day if you are not already selling our line. We will at once arrange for our nearest traveller to call.

The THOS. DAVIDSON MANUFACTURING CO., Limited

MONTREAL TORONTO WINNIPEG



Our New Cast Range

For City and Town Trade

We want you to investigate the merits of

THE FAIRY DIAMOND

Made in 16 and 18 inch ovens

This is an **up-to-date range,** with drop oven and spring controlled door, neatly nickelled. Looks right and works right.

It sells at a medium price and is a great trade catcher.

Give us a trial order.

Butterworth Foundry Limited

OTTAWA, ONTARIO

"Sunbeam" Oak Heater

THE "Sunbeam" Oak is constructed with a view of giving a first class heater at a moderate price. To do this it was not necessary to lower the standard of construction. Special features were included, but all superfluous ornamentation was eliminated, that is ornamentation that would add to the cost of production has been removed, thus lowering the price a great deal.

ATTRACTIVE AND MODERN



UNIFORM COLOR, COLD ROLLED STEEL BODY

The "Sunbeam" is constructed in five sizes and is furnished with or without Nickel Top Ring, as desired. It is an "all round" heater and will give complete satisfaction.

NOW IS THE TIME OF THE YEAR TO ORDER.

McCLARY'S

LONDON WINNIPEG HAMILTON TORONTO
VANCOUVER CALGARY MONTREAL ST. JOHN SASKATOON

The

S.M.P. Soup or Jelly Strainers

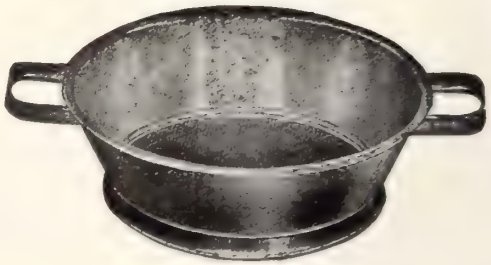
WITH TINNED WIRE BOTTOMS



PRICES

ON

APPLICATION



With Round Sauce Pan Handles — With Side Handles

No. 1, Plain. No. 1½, Retinned, with feet. No. 4, Retinned, with feet. No. 5, Retinned, with feet

Case lots, Nos. 1, 1½, and 4 - 12 doz. No. 5 - 6 doz.

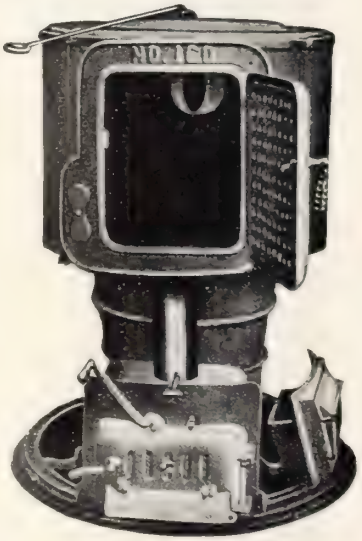
The SHEET METAL PRODUCTS CO. of Canada, Limited

SUCCESSORS TO

KEMP MANUFACTURING COMPANY

MONTREAL **TORONTO** **WINNIPEG**

The "EMPIRE KING" FURNACE



has all the latest improvements found on our more expensive furnace, but is sold at a lower price. The simplicity in construction and the quick heating ability of the "KING" furnace go to make it the most durable, efficient and best furnace at the price on the market.

The "Empire Special" Register

is a new wall register, made in 8 x 10 and 9 x 12 inch sizes, it being of a neat attractive design, especially adapted to large openings. Only introduced this season, it has already enjoyed an exceedingly large sale.



Satisfied customers are ensured by selling the "Empire King" furnaces and registers.

WRITE FOR CATALOGUE AND PRICE LIST.

Canadian Heating and Ventilating Co., Limited

OWEN SOUND, ONTARIO

CHRISTIE BROS. CO., LTD. 1824 Dundas Street, TORONTO

THE ATKINS CO. VANCOUVER

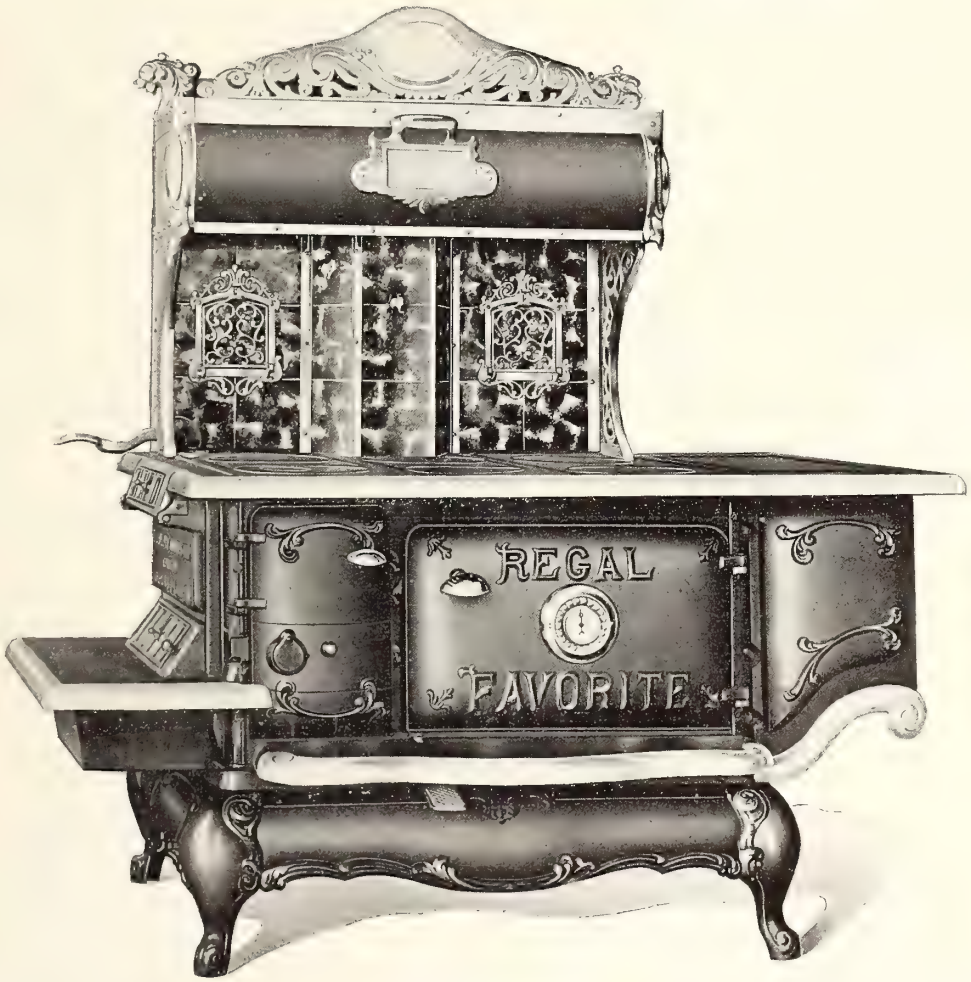
CHRISTIE BROS. CO., LTD. Park and Henry Streets, WINNIPEG

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

THE REGAL FAVORITE

Is our latest production. It is specially designed and constructed to meet the growing demands for a Cast Range with a large fire box for wood, large oven and roomy top. Burns 27 inch wood.
Size of Oven 20 x 21½ x 13.

KEY PLATE TOP, WITH SIX POT HOLES



If you want to corral the Rural Trade of your district, secure the sale of The "REGAL FAVORITE," It has new features that are so useful and simple that you will wonder why they were not utilized before.

WE WILL SHOW THIS RANGE AT THE TORONTO FAIR. Be Sure and See It.

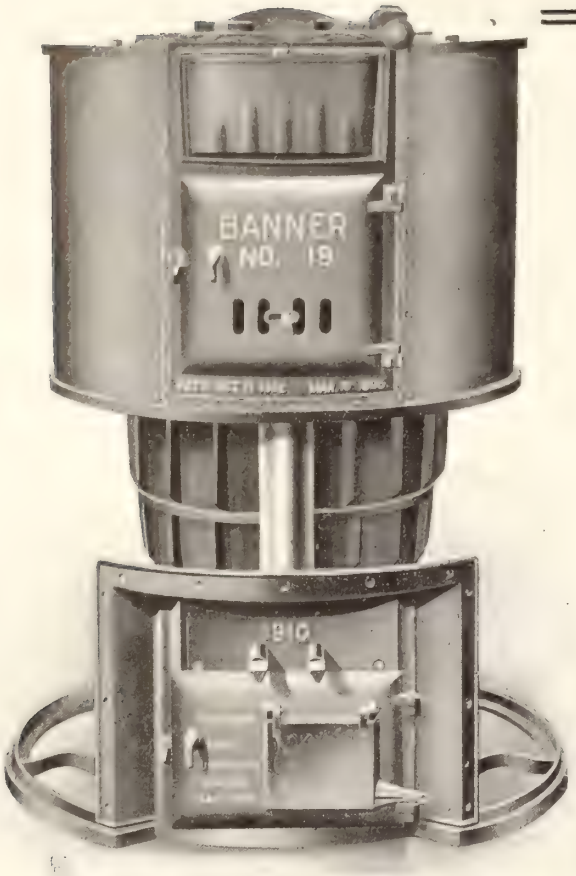
Our new Catalogue will be be issued to the Trade in the course of two or three weeks.

FINDLAY BROS. & CO., LIMITED

CARLETON PLACE, ONT., and WINNIPEG

DISTRIBUTING AGENCIES:

H H. DRYDEN	STEWART & CO.	D. V. COPE & CO.	REVILLON BROS., Ltd.	GEO. D. HORSMAN
Sussex, N.B.	Toronto, Ont.	Calgary, Alta.	Edmonton, Alta.	Vancouver, B.C.



DOWN DRAFT FURNACES

Made in five sizes

BANNER FURNACES

Made in five sizes

ACTIVE FURNACES

Made in two sizes

We offer a line of three distinct styles of furnaces in twelve sizes, with heating capacities ranging from 7,000 to 60,000 cubic feet.

SPECIAL FEATURES

Two Piece Fire Pot
Cast Iron Dome
Triangular Grate Bars
Large Ash Pit
Automatic Gas Damper
Large Water Pan

WRITE FOR CATALOGUE

The Down Draft Furnace Co., Ltd.

GALT, - - ONT.



TWO OF WRIGHT'S LEADERS

No. 25. Cold Blast. Reflector Lantern.

No. 18. Cold Blast. Riding Lamp, with Bulls-eye and Red Rear Signal Glass.

FOR SALE BY ALL JOBBERS.

E. T. Wright & Co.
(H. G. Wright)

HAMILTON, - CANADA



A Bird in the Hand is Worth a Dozen in the Bush

Your customers who are contemplating putting in furnaces (or any other Heating System) will soon be making their decisions.

Don't let the other fellows get the orders.

Get in early! Get in right, and stay in!

WE ARE READY TO HELP YOU

Our travellers are all over the country drumming up business for you.

If you have a prospect, whose problem is a little out of the ordinary, drop us a post-card and we will have one of our travellers go out with you to see this prospect and show the most economical method of installing the system.

Manufacturers of

Warm Air Furnaces

Combination Heaters

Round and Sectional Boilers for Hot Water and Steam

Registers

Radiators

Ventilating Systems, etc.



Economy Furnace—300—Series B. Cased, with Vertical Shaker.

We are in a position to quote prices and make prompt shipments of all materials required in the installation of Warm Air, Hot Water and Steam Heating Systems.

Remember you make a friend of your customer every time you install a Pease Furnace or Heating System.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a TRIBUTE TO HONEST MANUFACTURE.

Pease Furnaces are constructed from only the best materials.

PEASE FURNACES

MANUFACTURED BY

PEASE FOUNDRY COMPANY LIMITED

TORONTO WINNIPEG

84

WESTERN REPRESENTATIVES

PEASE-WALDON CO., LTD.

WINNIPEG

Specialty Manufacturing Co.

Manufacturers of

Oak Stoves

Grimsby - - Canada

SPECIAL OAK



We make a specialty of this one stove in the three popular sizes, numbers 12, 14 and 16, all of which are true to numbers in measurement.
We are in a position to give you the lowest price Oak Stove in Canada, weight and finish being considered.

Write us for prices and full description

SPECIALTY MANUFACTURING CO.
Grimsby, Ontario, Canada

THE "GEM" WASHER

HIGH SPEED FLY WHEEL.
RAPID ACTION DASHER.



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Ltd.
OTTAWA, - ONTARIO

MADE IN CANADA



STERNE'S STOVE PUTTY

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

ASBESTOS FURNACE CEMENT

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non - Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples.

G. F. STERNE & SONS
BRANTFORD, - - - ONTARIO

AT THE TORONTO EXHIBITION

MAKE IT A POINT TO SEE THE

"GOOD CHEER"

CIRCLE WATERPAN FURNACE

We can demonstrate conclusively to you that the properly humidified heat which our Circle Waterpan affords undoubtedly favors HEALTH, COMFORT and ECONOMY.



Intelligent furnace purchasers are now insisting on humidified heated air, and in the face of the public demand on this point, are you going to argue that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

THIS YEAR WE HAVE TWO COMPLETE LINES OF CIRCLE WATER-PAN FURNACES, THE "EQUATOR," OUR NEW FURNACE, BEING SECOND ONLY TO THE "GOOD CHEER."

We also make the neatest and cheapest line of SIDE WALL REGISTERS in the market, and a new SIDE WALL COLD AIR BASE PLATE of same design as the registers.

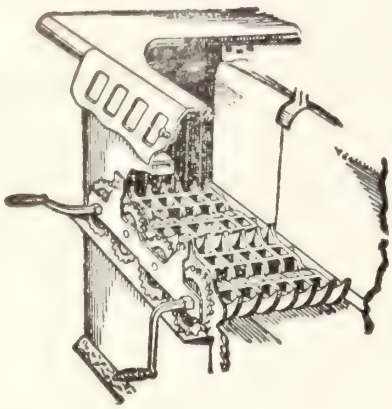
Write us NOW for particulars.

THE JAMES STEWART MFG. CO., LIMITED

WOODSTOCK, ONT.

Western Warehouse:—156 Lombard Street, Winnipeg, Man.

DISTRIBUTING AGENCIES:—McLennan, McFeely & Co. Vancouver, B.C. | Wood, Vallance Hardware Co. Nelson, B.C. | Ross Bros., Limited Edmonton, Alta.



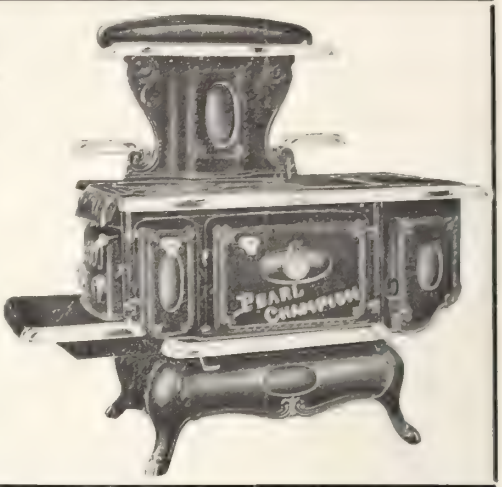
The Champion Grate

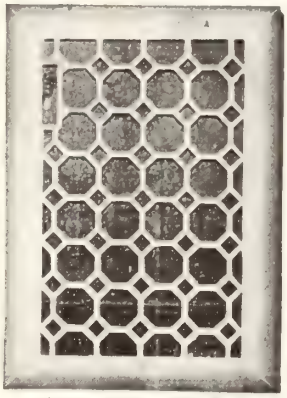
A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.
Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.




Convex Reversible Water

All Known Sizes **REGISTERS** Shapes and Finishes

UNRIVALED SELECTION

CAST IRON
Floor and Wall Registers
Faces
Borders
Baseboard Registers
Original Design Goods

SEMI-STEEL
Floor and Wall Registers
Convex Reversible Wafers

WROUGHT STEEL
Floor and Wall Registers
Faces
Borders
Reversible Wafers
Baseboard Registers

EXTRA HEAVY DISCOUNTS

Canadian Ferrosteel Company, Ltd., Bridgeburg, Ont.

J. H. STILL'S
AXE, PICK and SLEDGE
HANDLES

Are the standard of quality in the Canadian hardware trade. All jobbers carry them in stock, and can supply goods on rush orders.

PROFITS ARE GUARANTEED

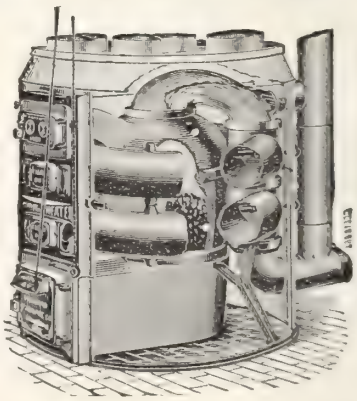
by selling goods of quality, as customers remember where they are supplied with articles that give satisfaction—and in no line is this more important than handles for axes, picks, sledges and other tools. Each article we produce represents the very best value for the money.

Write for catalogues and price lists.

J. H. STILL MFG. CO., Ltd.
ST. THOMAS, ONT.

THE "CANADIAN HOWARD"
Double Radiator Furnace

The Furnace of Reliability.



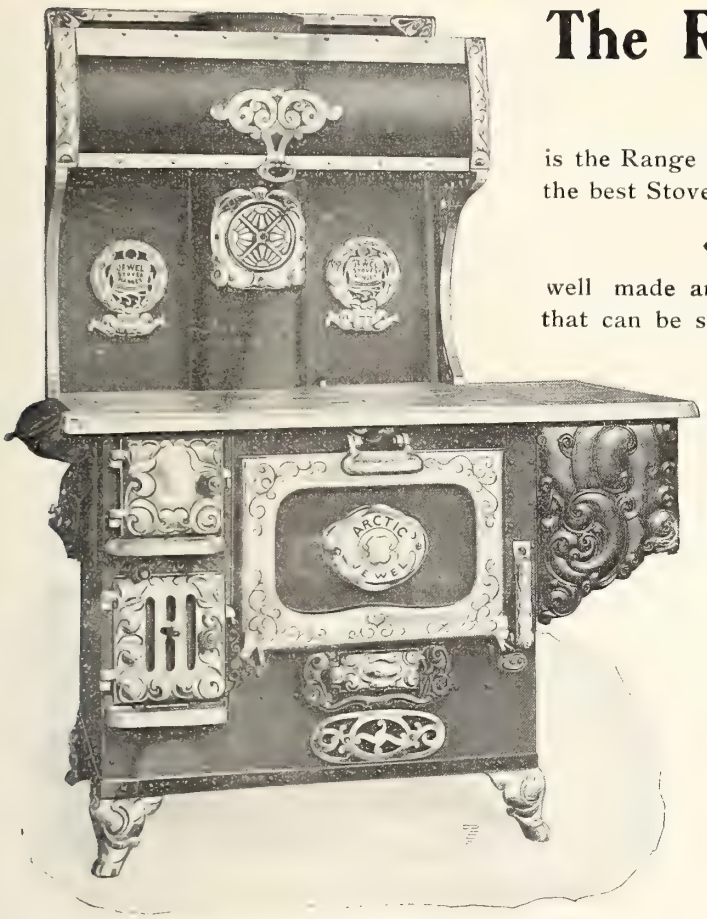
The Furnace of Service.

In the "CANADIAN HOWARD" the full benefit of the heat is realized as it first passes through the dome, into and around the upper radiator, and thence into and around the lower radiator, before reaching the smoke exit, thereby making a long undivided and uninterrupted circuit, and consequently affording an enormous Radiating Surface.

The "CANADIAN HOWARD" is a quick seller. Give it a trial.

The C. Norsworthy Co., Limited
ST. THOMAS - ONTARIO

Jewel Stoves and Ranges



Arctic Jewel, No. 918, Style F.

The Royal Jewel Steel Range

THE "RANGE OF QUALITY"

is the Range that you should make your LEADER in order to secure the best Stove Trade in your locality, but there are other

JEWEL STEEL RANGES

well made and handsome, that can be strongly recommended and that can be sold at a **lower price.**

We show on this page our

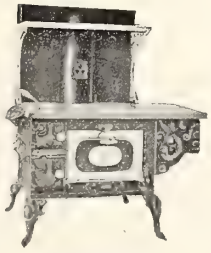
Arctic Jewel

An excellent Range that can be supplied at a moderate price.

It can be supplied either **Plain** or with handsome **Nickel Ornamentation** as here shown. The **Body** of Range is made of best quality sheet steel, Asbestos lined. **The Fire Box** is large, has Duplex Grate and can be fitted with **Water Front.** The **Oven** is made of one piece of sheet steel, which cannot warp nor crack, and has spring balanced Drop Door.



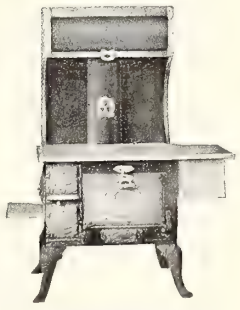
Arctic Jewel, Style B B.



Arctic Jewel, Style K K



Little Gypsy, No. 916, Style I.



Little Gypsy, No. 916, Style F F.



Little Gypsy, Style 914, Style B B.

The **Arctic Jewel** can be supplied either with **Cabinet Base and Feet** as shown in large cut, or with **Legs** as shown in small cuts.

If a still **cheaper Range** is wanted, we can supply the **Little Gypsy Jewel Ranges,** with 14 and 16 inch Ovens. See small cuts.

We make other Steel Ranges, also **Cast Iron Ranges, Cooking Stoves** and **Heating Stoves** in great variety, for **Coal, Wood, Manufactured Gas** or Natural Gas.

JEWEL TRADE MARK

THE BURROW, STEWART & MILNE CO., LIMITED

Head Office and Factory at HAMILTON

Winnipeg Branch, 130 James Ave.—LIONEL HANEY, Manager.

MADE IN BERLIN, CANADA
1912 MODELS NOW READY



The "Double Tank" Means Less Work

The double tank device (an exclusive feature of the Onward Automatic Hand Power Vacuum Cleaner) separates 95 per cent. of the dust from the air without the use of screens, baffles or water. Only 5 per cent. of the dust is screened, which means that the screening device offers but 5 per cent. resistance to the pump. This machine is the easiest to pump and the easiest to empty, as there are no complicated screens as in other cleaners.

It has the greatest air displacement because the pump is one-third larger than any other. This gives it a more powerful suction and a strong blow. (This is the only hand machine that blows as well as sucks).

Do not be deceived by any other claimed to be just as good as the Automatic "Hand Power."

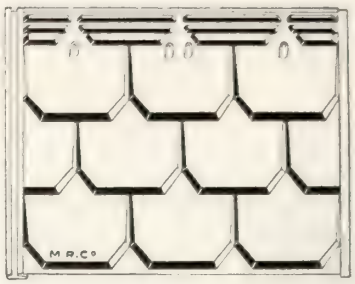
Made of malleable iron and steel, it will last an ordinary lifetime. Write for prices and discounts.

ONWARD MFG. CO.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada

BERLIN - - CANADA





To-day, you sell a roof of

Eastlake Steel Shingles

In twenty years your customer will say:

"Old man, that was a good Roof you sold me way back in '11,—sound as a dollar yet."

And it will be sound for twenty years after that, too. That's the kind of roofing it really pays to handle.

GET SELLING "EASTLAKES" TO-DAY.

Our Address:

THE METALLIC ROOFING CO. Limited

(28) TORONTO, ONT. WINNIPEG, MAN.

ACORN CORRUGATED GALVANIZED SHEETS



are made of metal that meets even our most rigid specifications; and it is so galvanized it readily passes the severe tests the British Government requires of such building materials. That certifies to you the high quality of these goods. Yet you pay no more for it than you must for ordinary and uncertain quality. You can DEPEND on Acorn Corrugated Sheets, flat or curved. And they are

ACCURATELY MADE

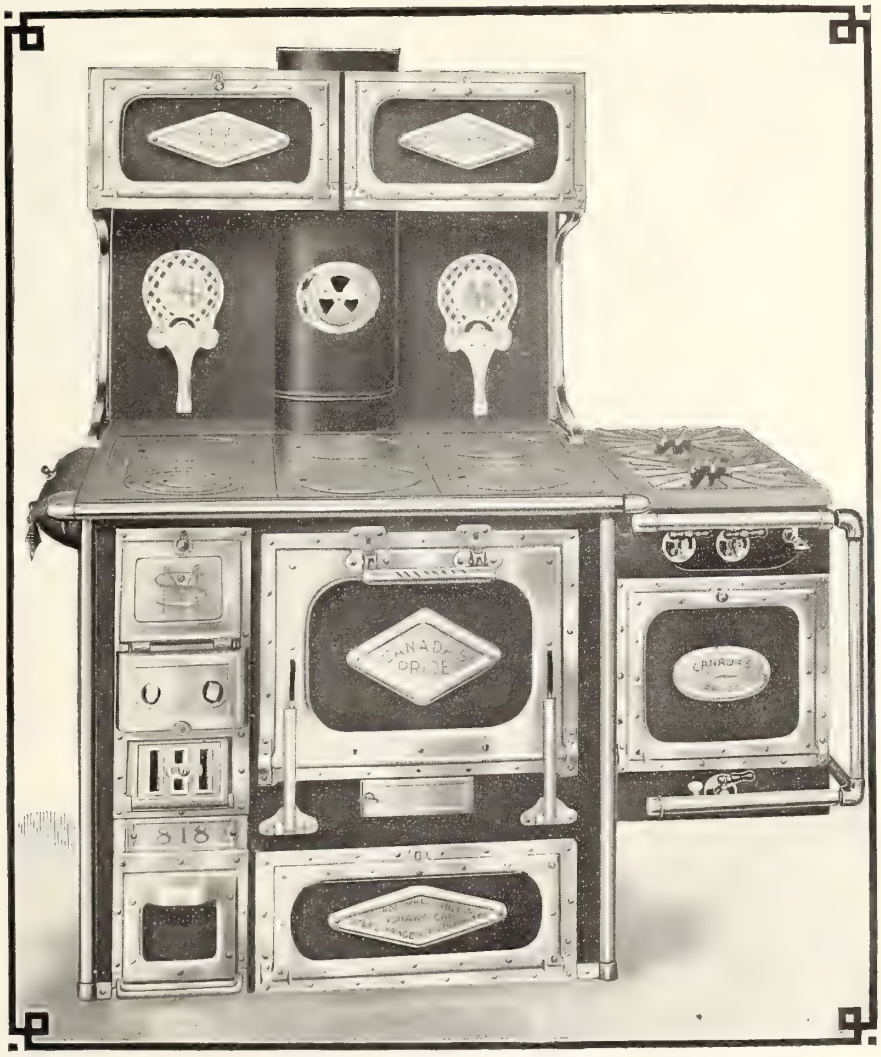
Our hugely powerful machines stamp these sheets true to square and make the corrugations absolutely accurate. Therefore they fit together perfectly and are easily erected. You get unusual value in Acorn Sheets for moderate priced warehouse construction, repairing old buildings, fireproof partitions, etc. Get our prices. Ample stocks of all gauges and sizes always ready to ship.

METAL SHINGLE & SIDING CO.
LIMITED

PRESTON, ONT., and MONTREAL, QUE.

--PROFITS--

CANNOT BE REALIZED IN THE HIGHEST PERCENTAGE WITH POORLY ILLUSTRATED CATALOGUES, ADS OR BOOKLETS



Our Increasing Number of Satisfied Customers Tells the Story

"We Guarantee to Please the Most Critical"

LET US QUOTE YOU ON YOUR NEXT WORK

LEGG BROS. ENGRAVING CO.

Designers, Engravers and Commercial Photographers

Phones M. 957 and 958 **5 JORDAN STREET** **TORONTO**

Regina Vacuum Cleaners

Make Good Money

PAGE Specialties pay hardwaremen. One fine and quick turn-over line for dealers is the wonderful REGINA Cleaner, operated by hand on the double-pump principle. Does work equal to a $150 machine. Yet sells for the price of a suit of clothes at a good profit. Stock it up at once for Fall housecleaning.

Once bought the REGINA pays its way each season by making housecleaning light work. It takes up dirt on, in and under, carpets by continuous double-pump suction. Operated by one hand. Easy to work. Easy to carry up and down stairs. Your customers will delight to send you other buyers for the REGINA.

Dealers, to introduce we have a special proposition on the REGINA. You can make money on the ine. Let us have your inquiry.



Regina Hand Power Vacuum Cleaners

THIS hand machine sells anywhere, but for towns with electricity REGINA Cleaners may b had with electric motor, giving continuous suction, with the efficient double pump. One of the best motors put into a Cleaner.

Dealers Investigate.

Money in Regina Hand or Regina Motor Cleaners

Page Lines Pay

Have you these?

We sell Fence Specialties that are just a little higher in quality than ordinary, but sell at the same prices. Also our designs are superior for actual use. Outfit with the Page line.

This includes extra sharp Staples, Netting Staples, Fence-wire Locks, Coiled (elastic) Fence Wire, with Post-hole Diggers, Fence Anchors, Ready-built Gates, Reinforcing (in rolls) for Concrete, Poultry Netting, Lawn Fences, Picket Hooks—all listed in our Catalogue. Send for it.

Dealers should handle **PAGE FARM ENGINES.** This is a Portable Farm Engine run by gasoline, kerosene, alcohol, etc. Just the thing for the farm. Low cost, good margin. See the Engine Catalogue.

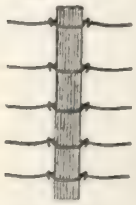
THE PAGE WIRE FENCE COMPANY, Limited

WALKERVILLE, ONT.

Branches: Toronto, King Street West and Atlantic Avenue.
Montreal: 505-517 Notre Dame Street West.
St. John: 37 Dock Street.



WIRE FENCE LOCK



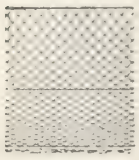
PICKET OR FENCE HOOKS



ACME WHITE LAWN FENCE



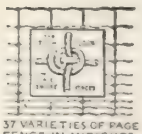
UNIVERSAL POST HOLE DIGGERS



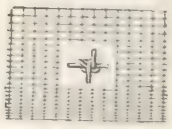
ACME CHICKEN FENCING



HIGH CARBON WIRE REINFORCEMENT



37 VARIETIES OF PAGE FENCE IN WEIGHTS AND MESH TO SUIT ALL NEEDS



VICTOR POULTRY FENCE

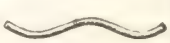
Some Worthy Examples of the Big PAGE Line.



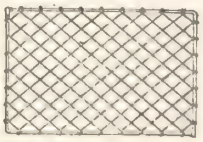
FLOWER BED GUARD



FENCE STAPLES



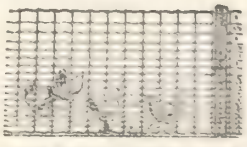
COILED WIRE



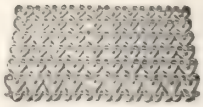
WINDOW GUARDS



PAGE IRON FENCING



PAGE "SPECIAL" POULTRY FENCE



STEEL FLEXIBLE MATS ANY SIZE OR SHAPE

Copp's Stoves and Ranges



COPP'S SILVER QUEEN

Silver King

18 and 20 inch ovens.

Silver Queen

16 and 18 inch ovens.

Silver Prince

14, 16 and 18 inch ovens.

"THE WESTERN STOVE MAKERS"

W. J. COPP SON & CO.

FORT WILLIAM, WINNIPEG, VANCOUVER.



BOECKH'S BROOMS

ARE IN DEMAND

THE demand all over Canada for them is a result---not an accident. It is the result of a persistent policy of high-class materials and expert workmanship. We use only selected corn in our Brooms. The Brooms are put together in a finished and workmanlike manner. Write for particulars and prices.

THE BOECKH BROS. COMPANY, LTD.

TORONTO, CANADA

FACTORIES, 158 TO 168 ADELAIDE ST. WEST — OFFICES, 80 YORK ST.

See the Morrison Display

IN THE INDUSTRIAL BUILDING

At the Toronto Exhibition

FEW exhibits will have greater interest for hardware men than the large display of Engineers' and Plumbers' Brass Goods, Plumbing Supplies and Electric and Gas Lighting Fixtures which will be displayed at our booth in the very centre of the Industrial Building. The merchant's profits are in the sale of specialties and our high grade trade marked goods allow good margins of profit to all retailers who sell them.



The James Morrison Brass Mfg. Co., Limited

93-97 Adelaide Street West - - - TORONTO, ONT.

ARE YOU COMING

TO THE

CANADIAN NATIONAL EXHIBITION
TORONTO, AUG. 28 TO SEPT. 12?

IF so, we cordially invite you and your friends to make your headquarters, while in the city, at our offices, **241 SPADINA AVE.**

The
CONSOLIDATED PLATE GLASS CO.
of Canada, Limited

MONTREAL TORONTO WINNIPEG

Leeknott

CASCO

ROOFING

MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

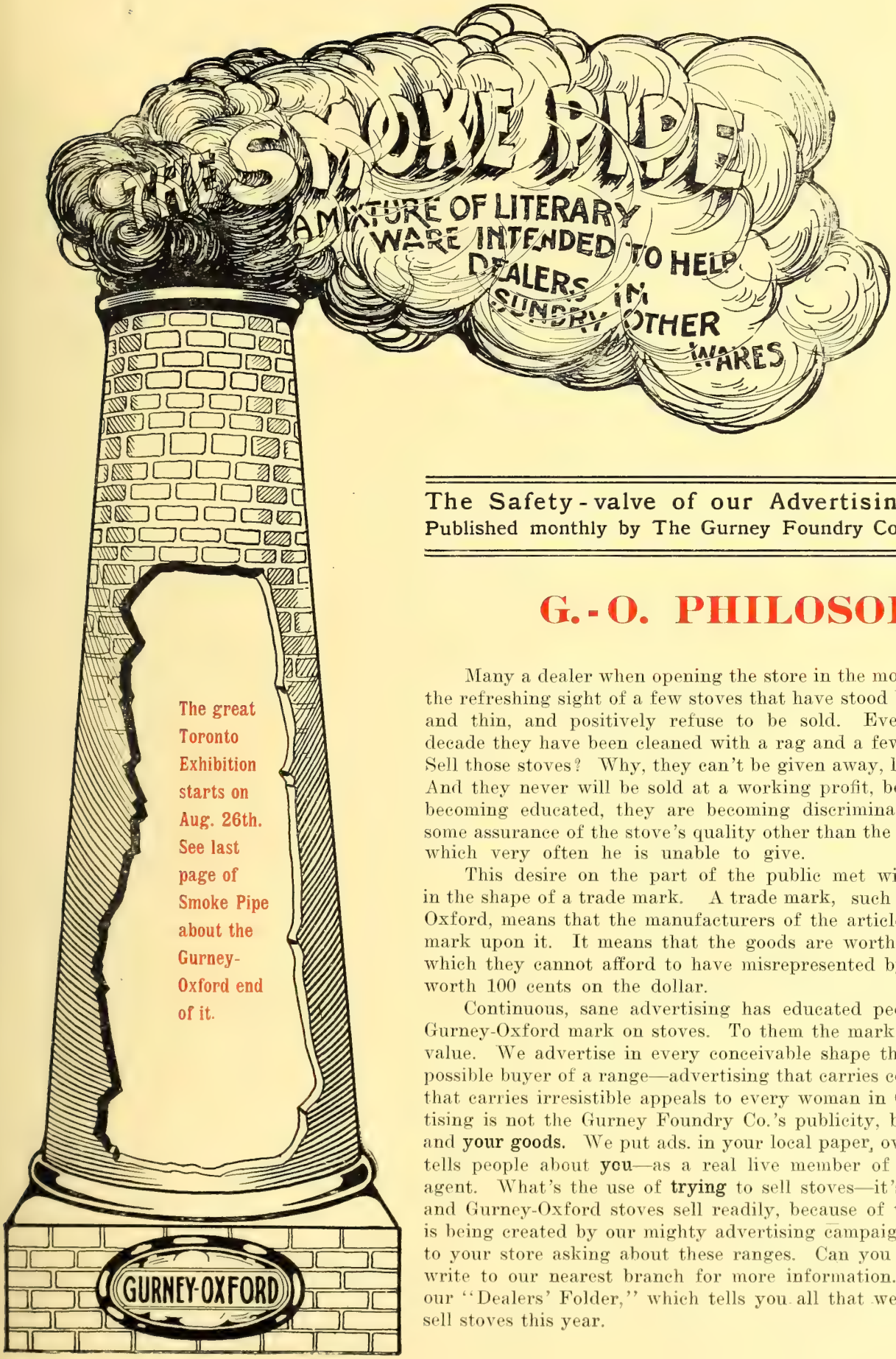
WILL LAST FOR YEARS IN ANY WEATHER

Canadian Supply Co.

Roofers' Supplies

220 KING STREET WEST
TORONTO

AGENTS WANTED



The Safety-valve of our Advertising Department
Published monthly by The Gurney Foundry Co., Limited, Toronto

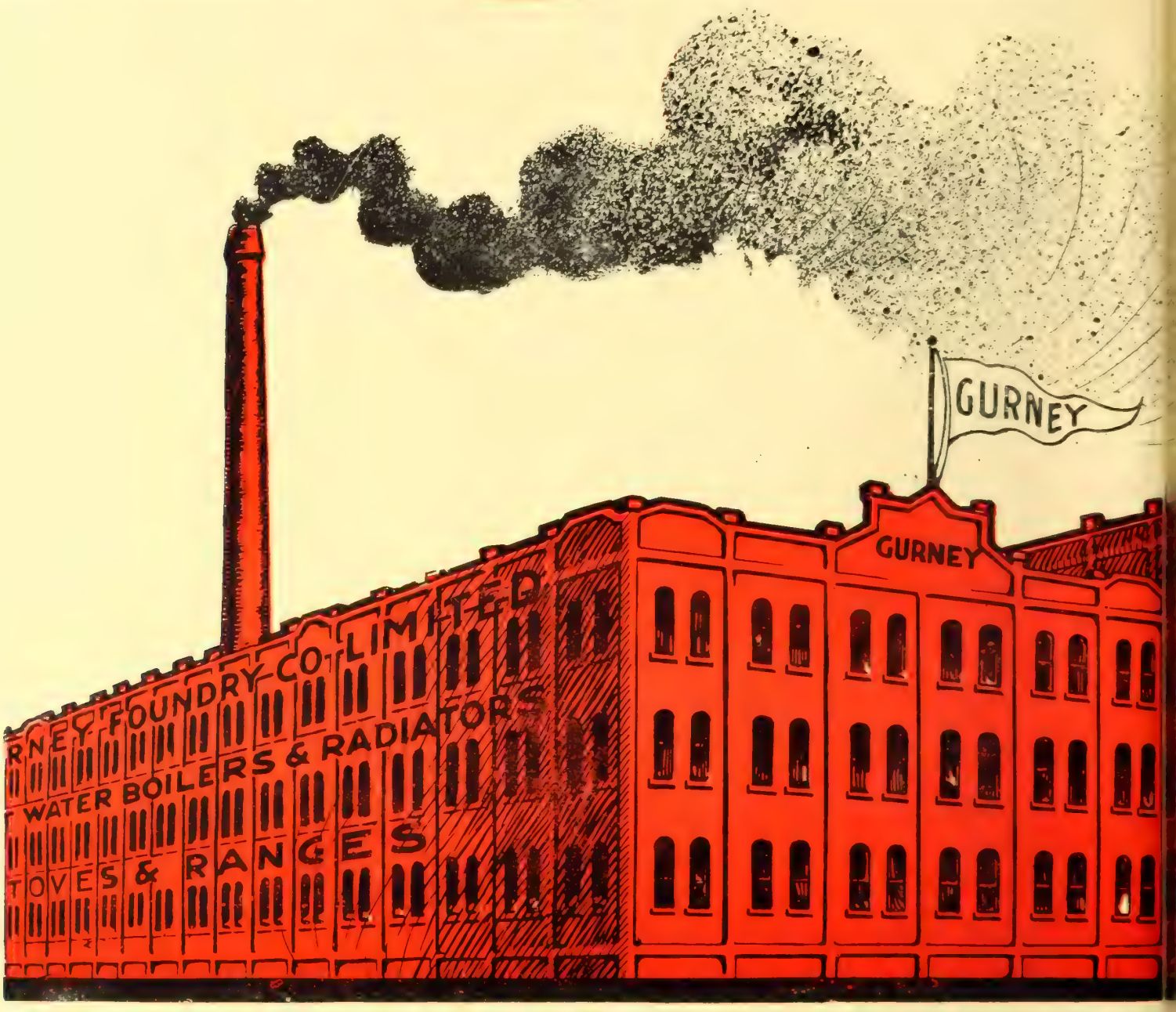
G.-O. PHILOSOPHY

Many a dealer when opening the store in the morning is greeted with the refreshing sight of a few stoves that have stood by him through thick and thin, and positively refuse to be sold. Every day for the last decade they have been cleaned with a rag and a few familiar quotations. Sell those stoves? Why, they can't be given away, let alone selling them. And they never will be sold at a working profit, because the public are becoming educated, they are becoming discriminating, and they want some assurance of the stove's quality other than the word of the dealer, which very often he is unable to give.

This desire on the part of the public met with a ready response in the shape of a trade mark. A trade mark, such as the oval Gurney-Oxford, means that the manufacturers of the article have stamped their mark upon it. It means that the goods are worthy to bear this mark, which they cannot afford to have misrepresented by goods that are not worth 100 cents on the dollar.

Continuous, sane advertising has educated people to look for the Gurney-Oxford mark on stoves. To them the mark signifies quality and value. We advertise in every conceivable shape that is aimed at every possible buyer of a range—advertising that carries convincing arguments, that carries irresistible appeals to every woman in Canada. This advertising is not the Gurney Foundry Co.'s publicity, but publicity for **you** and **your goods.** We put ads. in your local paper, over your name. That tells people about **you**—as a real live member of society, not as our agent. What's the use of **trying** to sell stoves—it's easier to **sell** them, and Gurney-Oxford stoves sell readily, because of the vast market that is being created by our mighty advertising campaign. People will come to your store asking about these ranges. Can you show them? If not, write to our nearest branch for more information. Anyway write for our "Dealers' Folder," which tells you all that we will do to help you sell stoves this year.

SMOKE GURNEY-OXFORD PIPE



Why Gurney-Oxford is the

YOU CAN TALK QUALITY.

The Gurney-Oxford is the best line of stoves and ranges to be had for the price anywhere in all Canada.

You can **talk** it and you can **prove** it.

It is made by the best **known** stove manufacturers in the business.

It is the best **advertised** line of stoves in the country.

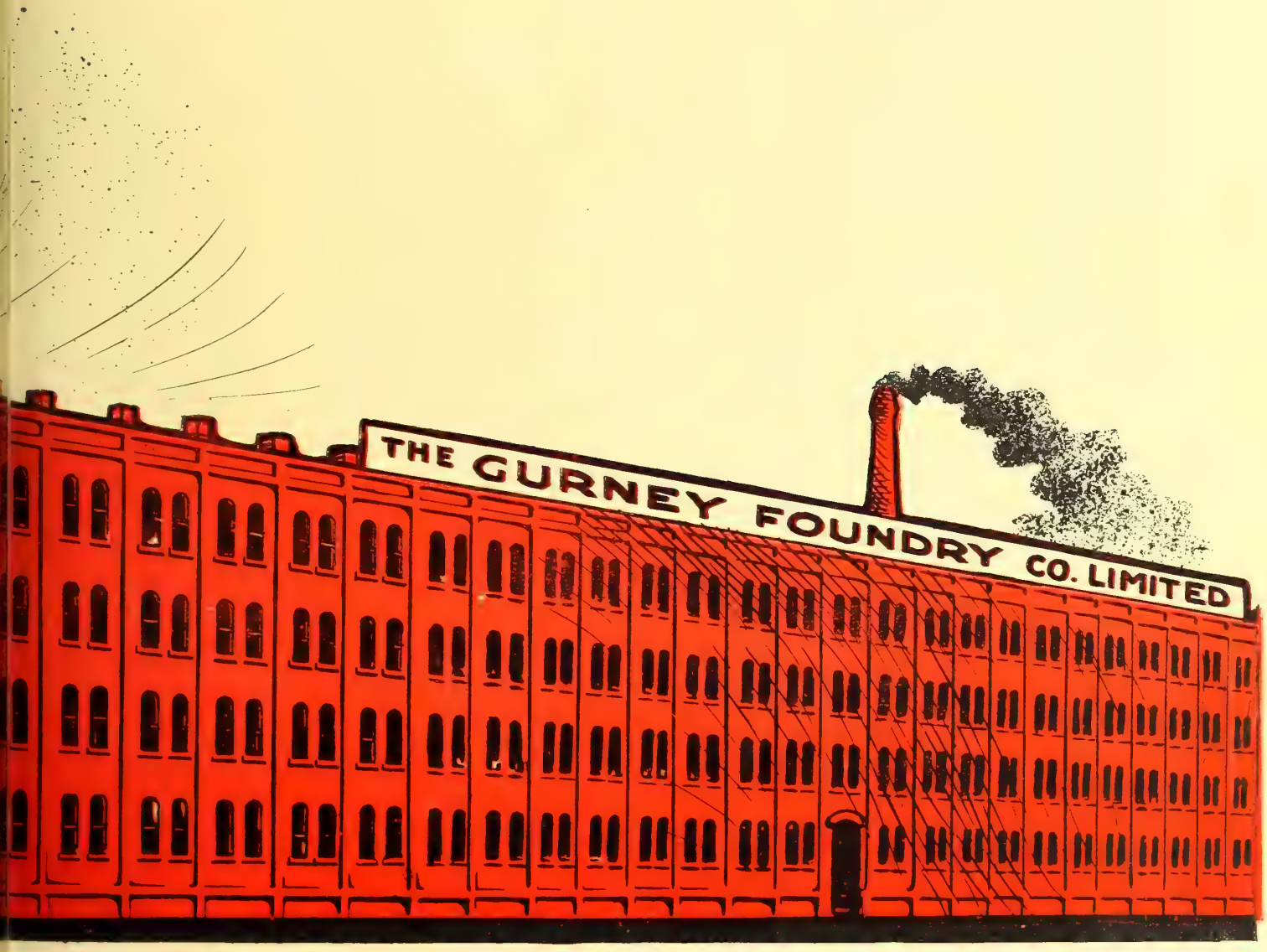
YOU CAN TALK VARIETY.

There are 205 lines of stoves and ranges being made by The Gurney Foundry Company to-day and put out under the Gurney-Oxford trade mark.

Stoves for every purpose and for every sort of fuel—

Steel Ranges, Cast Iron Ranges, Hotel and Army Ranges, Natural Gas Ranges, Manufactured Gas Ranges, Combination Coal and Gas Ranges, Wood Ranges, Wood Heaters, Soft and Hard Coal Heaters, Furnaces.

SMOKE GURNEY-OXFORD PIPE



Best Line for YOU to Handle

THE MANUFACTURER'S CO-OPERATION.

We give you exclusive territory—**and refer inquiries to you.**

Prompt shipments—

Prompt and perfect repair service—the best in the country—

All the help our travelling men know how to give—

All the printed matter you can use—

Catalogues and road signs, both with **your** name printed on, window dress, and any further special co-operation that our adv. dept. can give you.

And in addition to this, the biggest campaign of advertising ever put out by any stove concern in Canada.

Wide General Publicity in such magazines as

Family Herald and Weekly Star, Colliers, Canadian Courier, North West Farmer, Western Home Monthly, Home Journal, Farmers' Advocate, and many others.

Strong newspaper publicity in the best dailies and weeklies in Canada.

The Gurney-Oxford line gives you more to do business with—the Gurney-Oxford makers do more to get business for you, more to co-operate with you—than you can find in connection with any other line of stoves and ranges in the country.

SMOKE GURNEY-OXFORD PIPE

OUR LATCH STRING'S OUT.

In about a fortnight Toronto will entertain thousands of visitors, among them some of the livest hardware men of Canada. These men come here partly for recreation and partly to pick up that which is newest in the business world, both in the way of goods and business-getting ideas. In a word, many of the best merchants in Canada make this annual trip to find out newer and better ways of making their store the centre of trade for their district, making it known as the depot for good values, good service and excellent attention.

The **Gurney-Oxford** people announced two months ago a new advertising policy for this Fall—something larger and better in the way of co-operation for the sale of stoves than has yet been seen. Many of the trade have taken advantage of what we offered and have thrown in their lot with us this Fall. Already our unique system for co-operation is effective for them. Now, about you, Mr. Dealer, you who have not yet written us—plan your trip to the Fair so that you will get into our office for an hour and just hear what we have to say. It certainly will involve not the slightest obligation, for **our latch-string is going to be out**, and we want to at least have the pleasure of shaking hands with every live hardware man who visits Toronto during Fair weeks. At the same time we will gladly show you what we are doing for others, whether your business centre is in a town of two hundred people, or in the City of Montreal. We have got a few new ideas for this Fall's business which it will pay you to absorb. We will gladly show you what we have to offer; you, as a business man in your community, will show you are just that by finding out what we have got.

It isn't just goods; it isn't just service; it isn't just advertising talk. We have got a new complete business plan for the man whose stove business isn't all it should be, that is going to interest you to the last degree. Don't go by our door in a trolley car without finding out what all this is about.

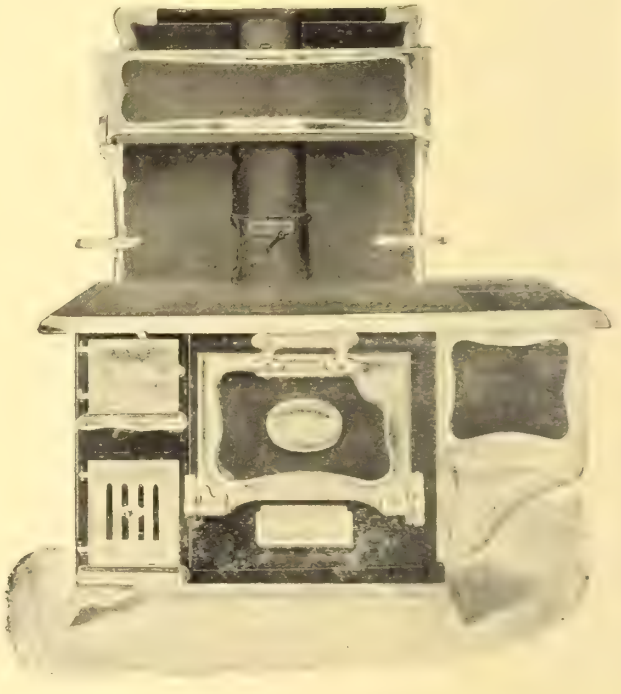
And, finally, to our good friends in the trade, apart altogether from business, come in and talk things over. We will appreciate a confab with you more than we can tell you, and we will promise not to talk business all the time.

OUR LATCH STRING'S OUT.

ABOUT YOUR STORE WINDOW.

Your store window, used right, is the most effective drag net you've got, and a hardware store window is the hardest to dress attractively. We can help you out on this next time. The window dress that we have just received, will sure be a good business getter. There will be no passers by with it in your window. It's yours for the asking. We want every Gurney dealer who can use this, to have a set; only we don't know who you are, so just put your name in the coupon and send to us.

DON'T TROUBLE TO WRITE A LETTER.



The Star of Steel Stoves
The Gurney-Oxford Chancellor

Please send me your window dress and Dealers' Folder as per August edition of "Smoke Pipe."

Name.....

Address

The GURNEY FOUNDRY CO., Limited

TORONTO

MONTREAL HAMILTON LONDON WINNIPEG CALGARY VANCOUVER

Hecla Warm Air Furnaces

Steel Ribbed Fire Pots
Fused Joints
Cast Combustion Chamber
Individual Grate Bars
Circular Water Pan
Large Fire Door
For Coal and Wood



Clare Furnaces are made in four styles :

The **Hecla.** For people who want the best. Made in five sizes, with capacities ranging from 8,000 cubic feet to 95,000 cubic feet. For coal and wood.

The **Empress.** Medium price. Made in three sizes, with capacities ranging from 8,000 to 22,000 cubic feet. For coal and wood. This is a new pattern.

The **Standard.** Medium price. Specially adapted for soft coal. Made in three sizes, with capacities ranging from 8,000 to 22,000 cubic feet. New Pattern.

The **Hilborn.** For wood only. Made in ten sizes, with capacities ranging from 8,000 to 75,000 cubic feet.

Our furnaces are advertised throughout Canada.

Our Salesmen are at the disposal of our agents.

Our selling plan is efficient.

We carry large stocks and can ship promptly.

CLARE BROS. & CO., Limited

PRESTON, ONTARIO

Branches :

CLARE & BROCKEST, Limited, WINNIPEG
REYNOLDS & JACKSON, CALGARY
RACE, HUNT & GIDDY, EDMONTON
J. M. KAINS & CO., VANCOUVER
THE MECHANICS' SUPPLY CO., QUEBEC, QUE.



THE WESTERN HERO

WITH RESERVOIR and HIGH CLOSET — **FOR COAL and WOOD**

Number	Covers	Oven	Wood Length	Weight
48-16	Four 8 inch	16x19x11¾	19	275
49-16	Four 9 inch	16x19x11¾	19	275
48-18	Four 8 inch	18x19x11¾	19	315
49-18	Four 9 inch	18x19x11¾	19	315

The WESTERN HERO is a very handsome small steel range made to sell at a low price, but possessing all the style and high finish of the highest price ranges. The material throughout is the best and the workmanship of the finest quality.

If you have not received our 1911 Catalogue and Price List, send for copies.

CLARE BROS. & CO., LIMITED

PRESTON, ONT.

BRANCHES:

CLARE @ BROCKEST, Limited, WINNIPEG
REYNOLDS @ JACKSON, CALGARY
RACE, HUNT @ GIDDY, EDMONTON
J. M. KAINS @ CO., VANCOUVER
MECHANICS SUPPLY CO., QUEBEC, QUE.

SEVENTH ANNUAL ONTARIO RETAIL

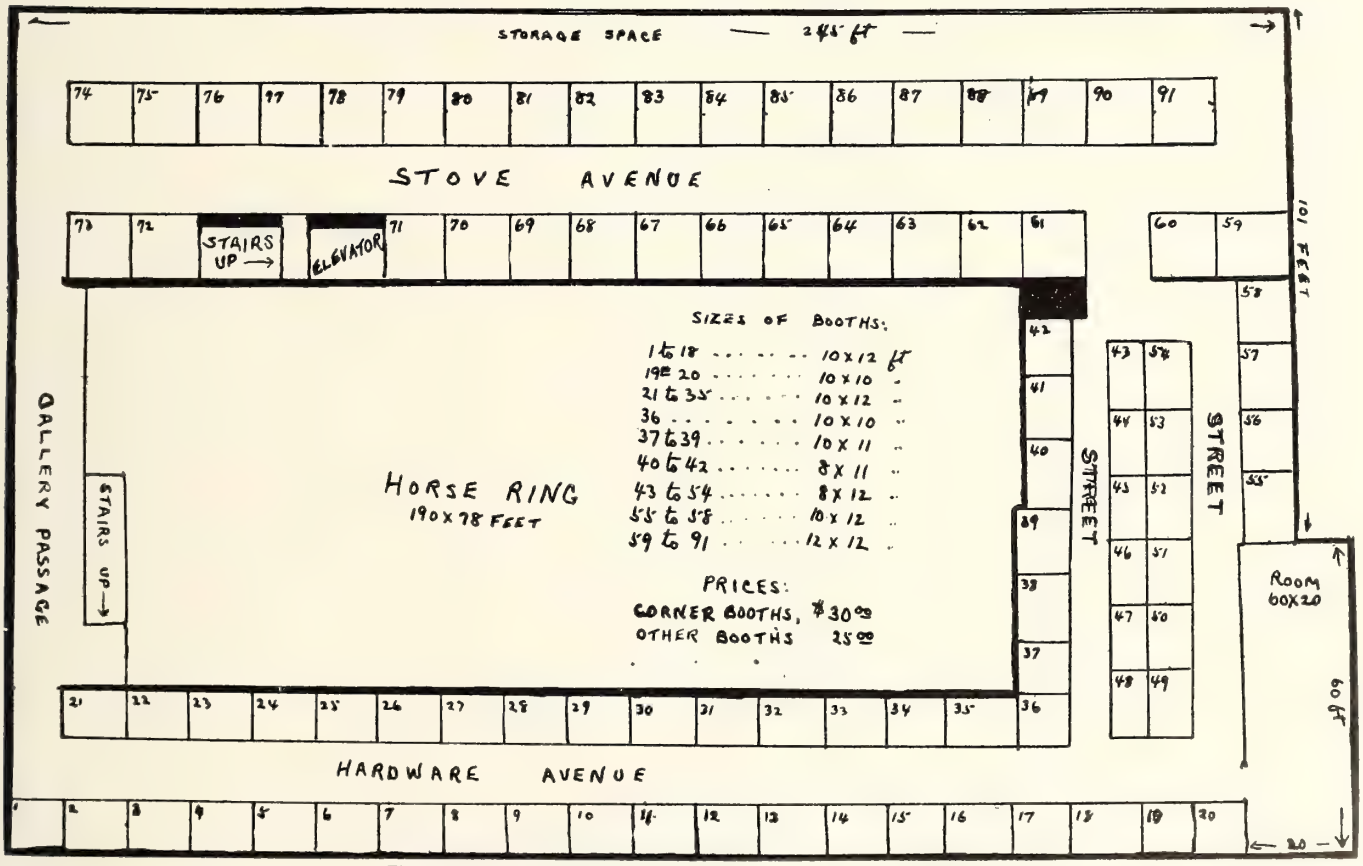
Hardware Convention and Trade Exhibition

FEBRUARY 19th to 23rd, 1912

Convention Meetings
Ontario Retail
Hardware and Stove
Dealers Association
to be held in
Guelph City Hall



Exhibition of
Hardware
Stoves
Paints
Sporting Goods, etc.
to be held in
Winter Fair Building



Floor Plan of Booths on Second Floor of Winter Fair Building.

Application for Space in Hardware Exhibition.

WESTON WRIGLEY, ... 191
Secretary Ontario Retail Hardware and Stove Dealers' Association.
42-44 Agnes Street, Toronto.

Reserve for us Booth No. ..... in the Winter Fair Building at the rates quoted on your plan. It already applied for our second choice is No. .....

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, AUGUST, 1911 — NUMBER EIGHT

Published Monthly by the

Commercial Press, Limited

408 McKinnon Bldg., TORONTO

D. O. McKINNON, *President.* WESTON WRIGLEY, *Manager.*

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WINNIPEG AND WEST - - - JOHN A. GIBSON

NEW YORK, 95 Liberty Street - M. L. KEMPE

CHICAGO, 4059 Perry Street - - E. J. McINTYRE

Pledge the Candidates

The Dominion Elections are now on and Liberal and Conservative candidates are appealing for votes. Before election they have minds of their own. Afterwards many of them are but cogs in the party machinery. Now is the time, therefore, to impress upon them the injury which a parcels post scheme would do to the towns and villages throughout the Dominion.

European countries are cited as examples of the success of the parcels post system. But compare thickly populated Germany or Great Britain with the vast area of Canada or the United States. To send a parcel 200 or 300 miles in Europe is unusual, while ten times that distance would be common in America. And most of the carrying in Europe is done on Government owned railways, while in America the railroads are privately owned. A big load would be added to the postal department for the direct benefit of the mail order millionaires.

It is said that the second-class mail legislation in the United States reduced the number of booksellers in that country from more than 3,000 to about 1,000. It may be said that this was inevitable and that a more advanced state of merchandizing was the result.

That cannot be said of the effect of the parcels post in Canada. It would undoubtedly put hundreds, if not thousands, of merchants out of business, but instead of improving the methods of merchandizing a blow would be struck at the social and educational life of the rural population. Country towns would deteriorate, stores close up, property values decline, churches and schools would suffer, the farmer's local market would narrow and buying would be done from pictures in catalogues rather than by inspecting the goods themselves over the counter.

Get after the local candidates for Parliament without delay and pledge them to oppose the Parcels Post.

Gun Clubs

In places where gun clubs haven't already been organized the local hardwaremen, or the one who has the most enterprise, should take the lead in the formation of such a club. The time is opportune and there are many advantages to be gained. A good gun club advertises a town, just as Clifford's win at Bisley advertised Toronto and Canada the world over. Consequently the local newspapers and the town council or Board of Trade should assist the organization.

Then there's the building of the club-house, the supplying of guns and ammunition to the members, shooting jackets, camping supplies, etc., in the fall for hunting trips, and clay birds, etc., for trap shooting competitions. Lots of business here for the hardware man who gets in line for it.

Call a meeting of the live men of the town. Offer the use of room in your store. Get the popular young doctors and lawyers to promise to attend. Be willing to act as secretary or have one of your staff do so. Head the list when donations are called for the building of a small club house, and supply hunting scenes to decorate the walls. These and other things might be done to get "in right."

A stand should also be taken against the killing of wild game for sale on the market. A start has been made in this direction by limiting the number of deer, duck or fish one person may catch. But if wild game is to be kept from going the way of the buffalo the "market gunner" must be killed off by legislation stopping the sale of wild game entirely.

The more gun clubs there are the more likelihood there will be of stopping the butchering of the wild life in Canadian lakes and forests. And besides being right from humanitarian reasons it is good business for hardware men to take a stand against the shooting deer or ducks to supply the tables of the big hotels and restaurants.

Mail Order Stoves

Retailers who suffer from catalogue house competition in stoves and ranges will find it a good policy to familiarize themselves with the goods which the "big stores" advertise and sell to unsuspecting customers. The "Journal" was shown a mail order range last month marked "Crown Huron, 8 x 18," but on measuring the oven found it to be less than 16 inches in size. The range was advertised and sold as having an 18 inch oven, and reliance was evidently placed upon the fact that if the misrepresentation was ever discovered the customer would be too far away to do more than write a letter.

Retailers who do business close to the homes of their customers can build an enduring trade only by dealing honestly with the people they sell goods to. They should be protected against the false advertising of mail order houses rather than have the post office department go into partnership with the big firms who sell to far away customers by pictures in catalogues.

Put one of those 16 inch oven mail order ranges on your wagon and show it alongside one of your 18 inch oven ranges to a couple of dozen farmers in your district, and it should prove a pretty good antidote for mail order buying.

Credit Losses

Retailers who have not adopted a system to keep down their bad accounts should do so without delay, as there is no greater leak in retail merchandizing than in the extension of credits. Jobbers have a credit man to look after this department, and retailers should do likewise, one member of the firm undertaking the responsibility of saying to whom and how much credit should be extended.

For instance, R. C. Chown, Belleville, makes it a point to keep near the front of the store in order to retain close personal touch with customers, and clerks are instructed that no one is to be given credit for more than $10, unless Mr. Chown's consent has been given. In this way the firm's losses are kept down to three quarters of one per cent. yearly.

Firmness in extending credits does not injure any business, while it saves a lot of money. "I won't deal with you any more," said a customer, who after being given four months' credit on a stove asked for three months more, and kicked on paying seven per cent. interest. But the customer was back again in a fortnight to buy a shovel and some sap buckets.

Canvass the Hotels

In these days when license holders must "keep hotel" there is a lot of business for hardware men to get by supplying equipment to the hotel man. The Journal editor visited a Western Ontario town last month and a local hardware man kindly offered to spend the afternoon with him as store business was not very brisk. Lunch was had in a fine hotel, with a hardwood floor in the dining room, but the tables were set on old style castors.

If our friend, the hardware man, has time to spend with us, why doesn't he spend some of the spare time in canvassing this and other hotelmen for orders for sliding furniture shoes for the dining room tables and chairs, the beds, etc., thought the editor, and following along the same line came visions of orders for hotel ranges, enamelware, vacuum cleaners, etc.

Then the editor remembered how W. F. Macpherson, Prescott, had turned a few honest dollars into his till a few months ago. A local hotelman was having some keys made for bed room doors when the question of numbering the keys came up. "Where can I get some brass tabs numbered from one to fifty?" asked the hotelman, and Mr. Macpherson promptly said he could supply them. And he not only supplied them for that hotel, but also for several others.

Truly there's a lot of business to be secured by canvassing the local hotel and restaurant keepers. The hardware man who has his eyes and ears on the alert for business when **outside** as well as inside his store is the one who can afford to take a holiday trip in the summer or fall and attend the hardware convention every winter to rub shoulders and exchange ideas with other merchants with red blood flowing through their veins.

Shipment Shortages

Retailers as well as wholesalers can make mistakes, as is evidenced by the story of a Western Ontario retailer, who a couple of weeks ago registered a big kick because he had only received half a dozen jack-knives when his invoice called for one dozen. A day later he had to write that he had found the lost goods, and ask that his claim for a refund be cancelled.

This incident is only one of many, and is a result of careless work on the part of those unpacking the goods. Loose paper, etc., used for filling the boxes, is thrown to one side, and small packages frequently go into the scrap heap without being checked off as being received.

If there is one department of the jobbing house where system is carried out to perfection it is in the shipping room, and retailers who visit their wholesale center at any time will be interested in spending a few minutes watching the goods being assembled, packed and shipped.

Every article must be checked off three and four times, so that if one clerk makes a mistake it is practically certain of being caught before the invoice and goods are sent to the customer. In cutlery this is particularly so, as special clerks, as well as the regular shipping staff, check off the goods.

The trite saying, "When angry, write a letter and mail it to-morrow," readily applies to claims for shortages. The jobbers' system is so thorough that he has reason to question every claim for shortages, and no retailer will want to have his claim doubted unless he is absolutely certain that the goods were not received.

Quality is Remembered

A hardware merchant in a town of 1,000 population, wanted to impress upon a traveler recently, the fact that he had the best trade in that locality for paints, oils and brushes. Yet before looking at the samples of brushes, he asked to be shown some of the cheap lines first. The traveler said, "You say you have the best trade,—then look at the best lines first and we will come to lower priced lines later on."

By the time the merchant got through with the best quality goods, he did not want many of the lower priced brushes. The traveler endeavored to impress on him that if he had best trade, it was better to be without cheap lines, as the latter never build up a trade.

What Trade Associations are Doing

PARCELS POST THREATENS AGAIN.

By Weston Wrigley, Secretary O. R. H. & S. D. Association.

Postmaster General Lemieux is again to the front with his parcels post scheme of 1907.

Answering an enquiry made by W. F. Maclean, M. P. for East York, in Parliament on July 21, the Postmaster General said postage rates on parcels between points in Canada and a point in Canada and one in Great Britain were incongruous. He was not prepared to agree, however, that the railway corporations were the big enemies to the parcels post system. In 1906 and 1907 he had announced that the department might take steps to establish a parcels post system, and for weeks the department had been deluged with petitions from farmers and country storekeepers protesting against it on the ground that the big departmental stores in the cities would benefit most by such a scheme. It was these very people that he thought a parcels post would help. There was a strong similarity in the forms of these petitions, as though they all came from the one source. Postal Superintendent Ross, Toronto, had been instructed to prepare a report on the system, and it was expected shortly.

Mr. Lemieux further stated that the free rural delivery of mail had proved a success in the sections where it has been tried, and the next logical step was a parcels post system.

Interview Parliamentary Candidates.

It will be remembered that the Ontario Retail Hardware Association took the lead in the opposition to Mr. Lemieux's parcels post proposition in 1907, his proposal not only being for a parcels post but for a "c.o.d." provision, the effect of which would virtually be to make every post office in the Dominion a branch of the "Big Stores" in Montreal, Toronto and Winnipeg.

The evil effects of the parcels post system upon the smaller towns can easily be understood by any thinking man. If it is made easier for the farmers, etc., to buy from the catalogue houses the volume of trade will go to the large cities and the small towns will suffer. Real estate values in the big cities will climb skyward, while empty stores in the villages will have a depressing effect upon the progress of the smaller centres of population.

The daily papers in the large cities will support parcels post, as it means more advertising for them. W. F. Maclean and Hon. Mr. Lemieux are daily newspaper publishers, so their interest in the question can be understood. Daily newspapers are sold to farmers, etc., for $1 per year, the circulation secured being chiefly of value to the big stores with the page advertisements.

There are towns in Ontario which are going backward instead of forward. "Retiring from business" sales are increasing, and the express and freight offices are loaded with parcels of merchandise. Let the post-office go into partnership with the daily newspapers and catalogue houses and the story of depopulated farms and villages in New England will be repeated all over Eastern Canada, while a damper will be placed upon the growth of the hundreds of new towns in Western Canada.

The farmers' interests are clearly with the merchants in the small towns, as against those in the big cities. They may **think** they save a few cents on mail order purchases, but in trying to do so they are closing the gate against the building up of better educational, church and social facilities in their midst.

And the post office, as a public institution, should not side with the millionaire merchants and publishers. Conditions in Canada are different from those in England or Scotland, where nearly forty millions are crowded into an area smaller in size than the section of Ontario between Ottawa and Windsor. In this country of immense distances the parcels post would discriminate against rather than build up the smaller communities.

And the parcels post "c.o.d." is even more dangerous than any parcels post suggestion yet made. The "c.o.d." feature puts the post office into direct partnership with the mail order millionaires by making every post office a collection as well as a distributing agency for the "big stores."

Merchants Must Get Busy.

Canadian merchants must arise in defense of their interests. The time to protest is before the blow has fallen, and the people to protest to are the public servants who represent you in Parliament and Senate. An election campaign is on now and the ears of the politicians are open now as at no other time. Therefore get busy at once and:

1. Personally see or write the candidates for parliament in your district.
2. Write the Senator representing your district.
3. Write a similar letter to the Postmaster General, Ottawa. No postage stamp is required.
4. If replies are not received in a week or ten days, write again. Let there be no side stepping.
5. Get other merchants to sign your letters along with you. This will be far more effective than a printed petition. Write briefly protesting against the post office striking a blow at thousands of small towns in order to build up the big cities. Eaton has as much right to do business as any other merchant, but he is not entitled to receive Government assistance.

Get busy at once and secure pledges from the parliamentary candidates and Senators that they will oppose the proposed parcels post law. The mail order millionaires can hire clever lawyers and newspaper men to lobby for their interests. The country merchants must fight for themselves. Then begin now and fight hard.

PRESIDENT CHOWN BEREAVED.

Gerald Irwin, the ten months old son of Ald. R. C. Chown, Belleville, president of the Ontario Association, died suddenly on July 20, of acute meninginitis. The many friends of Mr. and Mrs. Chown will sympathize with them in their loss.

HARDWARE EXHIBITION AT GUELPH.

On page 31 two illustrations are given of the Guelph City Hall (where the 1912 convention of the Ontario Retail Hardware & Stove Dealers' Association will meet) and the Winter Fair Building (in which the hardware exhibition will be held. A floor plan of the Winter Fair Building also gives the lay-out of the booths, these being in the form of a letter "U," the booths on the hardware side being 10 x 12 feet in size, while those on the stove side are 12 x 12 feet. The prices are $30 for corner and $25 for other booths.

Manufacturers wishing to secure space in which to exhibit their goods should write at once to Weston Wrigley, Secretary Ontario Retail Hardware and Stove Dealers' Association, 44 Agnes Street, Toronto.

BELLEVILLE AFTER 1913 CONVENTION.

President R. C. Chown is laying pipes to secure the 1913 convention for Belleville, and if his plans do not miscarry, there will be a deputation at the Guelph convention, including the Mayor of Belleville, the Colonel of the local regiment, and the president of the Board of Trade. They will offer the use of the Armouries (slightly larger than at Peterboro) and a cash grant, and they will guarantee the best hotel accommodation yet enjoyed in any place the convention has yet been held. The Hotel Quinte, for instance, in the very front rank of Canadian hotels, and the Belleville Hardware and Lock and the Springer Lock Manufacturing Co., and other local hardware industries, will also back up President Chown in his efforts.

ASSOCIATION COLLECTION LETTERS COMMENDED.

Bennett & Son, Gananoque, write Secretary Wrigley, Toronto, as follows: "We are in receipt of your remittance covering amount of our customer's account remitted to you direct, for which please accept our thanks. We find that the Association Collection Forms are the best means of collecting, as we have more responses and get more results than any other means that we have ever used. We urge all members of the Association to use these blanks. If they don't they are passing by a good thing."

EX-PRESIDENT HAMBLY DOING THINGS.

Not content with getting a fine new store this year as a result of the fire of March 16, which destroyed his former place of business, J. R. Hambly, Barrie, is now fitting up a new home in which to instal a new Mrs. Hambly, the wedding being dated to take place on Wednesday, August 16.

Mr. Hambly is now settled in his new store, it being 120 x 28 feet in size, with 40 feet of Bennett shelf boxes on one side and 24 feet of silent salesmen on the other, the stove department being located on an elevated section at the back of the store.

Congratulations to Mr. Hambly, 1912 is his year, all right.

PEDDLARS' LICENSE BILL.

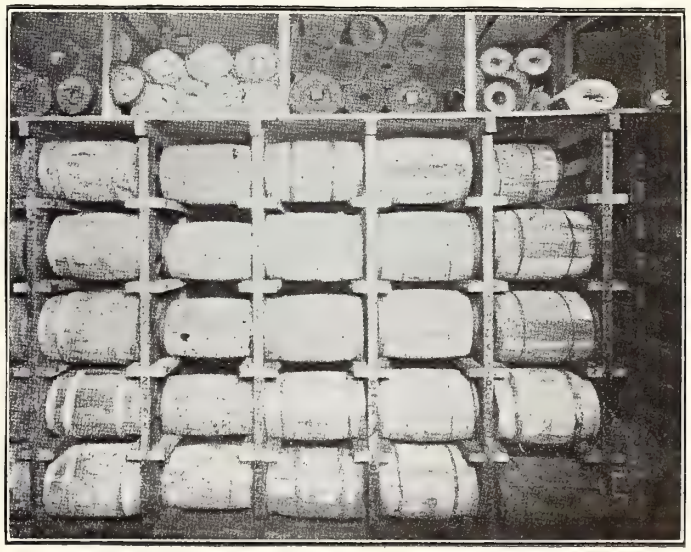
Senator A. T. Stebbins' bill providing for a county license for pedlars and hawkers has been passed by the Minnesota Senate. In its original shape the bill carried provisions for licenses of $50 annually for peddlars driving two horses, $25 for those driving one horse, and $15 for foot peddlars. After a debate, however, the fees were fixed at $30, $15 and $10 for the three classes named.

RACK FOR HOLDING NAILS.

While attending the New England Retail Hardware Convention at Boston, Messrs. Chown and Lariviere, along with the editor of the Hardware and Stove Journal, took the opportunity of visiting several of the retail hardware stores in Beantown.

One of the most interesting things inspected was the nail rack in J. B. Hunter & Co.'s store. How to properly keep a retail stock of nails has been a serious question with many hardwaremen, but this difficulty seems to have been overcome by J. B. Hunter & Co., as shown in the accompanying illustration.

Their racks are built of scantling well bolted together, the largest being five feet high, seven feet deep and twenty five feet long, constructed to hold 480 kegs of nails which are easily handled, and which occupy



Nail Bin Storage Rack in Boston Store.

the same space that less than half this number of kegs formerly occupied. Kegs are less liable to get broken and the heads smashed in by using this method of storage.

The nail counter in Chandler & Barber's store was another interesting feature. This nail counter which has been in use for some years has proved entirely satisfactory. It is made with cherry wood top and cherry stained fronts, and measures 20 feet 2 inches in length, 3 feet in width and 2 feet 10 inches in hight. It contains 32 bins on each side, one side being used for cut and the other side for wire nails. Each bin will hold more than a keg of nails, the outside dimensions being as follows: 16½ inches long, 14½ inches wide and 15½ inches high.

The bins are regarded by those who have used them as having several advantages over the fixed style, among which may be included compactness, neatness of appearance and the ease with which they can be taken entirely out for refilling or when selling a large quantity of nails.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Association.

WORTHLESS INSURANCE.

Editor Insurance Advisory Department:

Sir,—I have been burned out in the recent blaze and have policies in the Metropolitan Mutual, The Integrity Mutual and the Cosmopolitan Mutual, all of Philadelphia. What are the chances for me to collect my insurance. GENERAL MERCHANT.

Porcupine, July 22.

Note.—At least two of the companies you mention are absolutely worthless, are in fact fraudulent concerns, and of the third we are quite doubtful. Any of our readers who are insured in these foreign unlicensed companies should get confidential reports on every one, or they are liable to be fleeced just as the writer of the above has been.

REMOVING STOCK DURING FIRES.

Editor Insurance Advisory Department:

Sir,—What would you advise as to removal of stock from a store in which a fire has started? Would Insurance Co. allow for damage to goods so removed, necessarily in a hurry, or for stolen goods? Where Co-insurance is carried what would you advise? If threatened by fire from an adjoining premises, and goods were removed, would Insurance Co. allow any damages proven, provided the fire were confined to first premises?

The first thing to do is to fight the fire, but if the fire gets beyond control then save all the property possible. Statutory condition No. 5, which bears on this point reads:

"In case of the removal of property to escape conflagration, the Corporation will contribute to the loss and expenses attending such act of salvage proportionately to the respective interests of the Corporation or companies and the Insured."

This appears to make the Company liable for only a portion of the loss by removal, but the decision of the Court of Appeal in the case McLaren vs. Commercial Union was that the companies were liable for the whole amount of the loss. As this case was not carried farther, the law is at present that the companies are liable for all the loss caused by removal.

With regard to theft, in the absence of any red ink variations or other special conditions in the policy or application, there is no doubt that the companies are liable for loss by theft. In the case of special conditions on the policy, then it would depend on how and where the clause is printed or written, and whether in the opinion of the Court it is just and reasonable to be exacted by the company.

The usual position taken by the company adjuster is that the company is liable for only a portion of the cost of removal, and that it is not liable for any stolen goods. The remedy for such conditions is to have your loss handled for you by an adjuster who is just as familiar with your rights and privileges as the company adjuster is with the company side.

Co-insurance will have no bearing on either questions. If threatened by a fire in an adjoining building, then use your best judgment, and if you believe that the danger is imminent then proceed to remove the property. Bear in mind that the salvage is yours and that the company has no say in even the disposal of it, and that you are entitled to all your loss up to the face of your policies.

The companies may try to evade payment of the loss caused by removal, and it will be for you to see that your case is so handled that you will collect it.

Above all things see that there are no red ink theft clauses (or in fact any other red ink clauses) on your policy, nor no clauses on the front of the policy, which state that the company will not be liable for theft.

CORRECTION.

In error the type setter made us say that "goods do not "**depreciate** in value on the shelves." It should have been "goods do not **appreciate** in value on the shelves." The context, we believe, made the error apparent to all our readers.

APPLICATIONS FOR INSURANCE.

We are repeatedly asked about applications and how to have them properly prepared. Our answer is absolutely do not sign any. The policy should be the only contract between you and the company. Let the agent furnish the company with the information it may need, but the applications contain so many obscure and tricky questions and clauses, and have such rigid binding warranties, that we recommend most strongly that you sign none. Have a policy form prepared and insure under that form only.

Mr. E. P. Heaton, who is Insurance Manager of the Canadian Manufacturers' Association, writing in Industrial Canada, strongly urged all manufacturers to refuse to sign applications, and in the Monetary Times of July 22nd, says, "most of the insurance companies are voluntarily getting away from the old-fashioned application."

We are having prepared a series of articles on "How to Effect Insurance," written specially for hardware men, and expect to publish the first in next issue.

ONE OF MANY KIND LETTERS.

"Your special Western Number for July certainly reflects credit on the enterprise and management of your Journal. This issue should give "Hardware and Stoves" a great boost. The number of stove ads alone that appeared in it should impress dealers that the stove manufacturers recognize your paper as a strong medium for getting the ear of the trade."—Findlay Bros. Co., Limited, Carleton Place, Ont.

TRADE MARKS ENSURE QUALITY.

"The firm that advertises a trade-mark to the public must sell an article of uniform quality; they must watch the quality of their merchandise as jealously as they watch their money—yes, even more jealously—for varying quality in an advertised article means loss of reputation. An advertised trade-mark is practically a guarantee of quality. That trade-mark is as good as a sign post—it stands there with its finger pointed at the advertiser saying, 'There's the man that sold me.' There's no chance of side-stepping a thing like that."



Well Equipped Hardware Store at Preston

W. F. Mickus remodels his store and makes it one of the best in Ontario—Suggestion made that visitors to Guelph Convention next February pay a visit to the Preston store.

The thriving town of Preston now boasts of one of the finest hardware stores in Ontario, and the Journal offers a ten dollar gold piece for two photographs showing exterior and interior views of any Canadian hardware store better equipped than the store of W. F. Mickus, shown in the accompanying illustration.

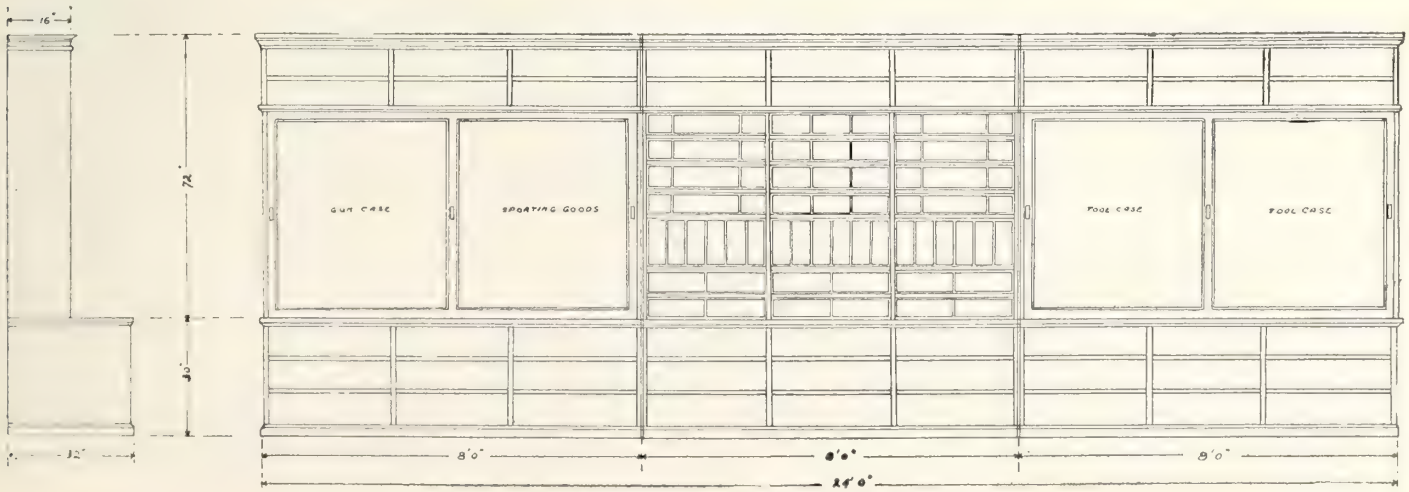
Located in a growing town, peopled by well paid mechanics, and enjoying a fine trade in hardware, stoves, wall paper, plumbing, heating and lighting, Mr. Mickus decided that when he remodeled his old store he would do the job right—and give preference to local manufacturers if possible.

The store exterior, designed by H. Gale Legg, architect, is unusually artistic. A modern brass rod window frame holds the plate and prism glass in position without detracting from the goods displayed or hiding any light, while class is given the store front by the use of glazed colored brick on each side of the store.

The metal work on the front of the building, as well as the handsome ceiling and moulding inside the store, were supplied by the Metal Shingle & Siding Co., Preston. A tiled doorway completes the setting, in which Mr. Mickus has placed his stock and fixtures. The windows are enclosed and of good size, the store being 28 feet wide, by 110 feet depth, about 20 feet at the back of the store being partitioned off for storing, receiving and packing up goods. Upstairs is used for storage, but preparations are being made to fit up rooms in which to display stoves, wall paper, etc.

Two things strike the visitor when entering the store, the first being the large amount of floor space, everything being kept neat and cleanly. In the center, however, it might be well to set up a display stand for housefurnishings and bargain goods to head off the mail order movement.

To the left on entering, are two fine silent salesmen, in which silverware, cutlery and tools are shown, and behind this



24 foot Wall Case supplied by the Walker Bin and Store Fixture Co.

is one of the finest sections of wall cabinets and display cabinets to be found in any Canadian store, rifles and guns, cutlery, small tools, saws, etc., being displayed in a glass enclosed case, 24 feet long, made by the Walker Bin and Store Fixture Co., Berlin. Part of the shelf cabinet is shown in the photo, while a sketch of it is reproduced below.

The 24 ft. case is made up of three 8 ft. sections, not joined, but standing end to end. The lower case which is 30 in. high, with 32 in. wide top, is fitted throughout with two open shelves. In the right hand end section the upper case consists of tool cabinet enclosed with sliding glass doors on metal track and ball-bearing sheaves, and above tool cabinet is open shelving surmounted by 5 inch cornice. The inside of tool cabinet is fitted up with racks, hangers, step shelves, etc., for all kinds of tools, and the back of case is lined with green felt. In the centre section the upper case is fitted with glass display front drawers of different sizes, for small lines of shelf hardware, and above the display front drawers is open shelving. The glass display front drawers have display board lined with green felt immediately behind the glass on which sample is placed, the stock being carried behind the display board.



Fine Front of W. F. Mickus' Remodeled Store

The high narrow drawers in the third row from the bottom are for cutlery. In the left hand end section the upper case consists of cabinets enclosed with sliding glass doors on metal track and ball-bearing sheaves, one compartment being fitted with racks for guns, etc., and the other with shelves and hangers for sporting goods, etc. The backs of these cabinets are lined with green felt to display goods to the best possible advantage. Above these cabinets is open shelving with cornice. The case is made up of selected oak finished in Early English.

On the right side of the store there are about 30 feet of shelf boxes and shelving behind a counter, much of which is taken up with display cases.

To the rear, on the left, is shelving for tin and enamelware, with gas, coal and oil stoves, refrigerators, etc., in front. On the right, behind the stairs, are the paints and wall paper, a stock of nearly $1000 worth of wall paper being carried, and the department being considered one of the most profitable in the store.

Since the introduction of the Hydro-electric system Mr. Mickus has done a big business in electric fixtures, wiring, etc., and a big display of domes, etc., is made in the upper portion of one of the windows. A good example is set to customers by the series of ceiling lights used in the store.

The second window is used to display one of Clare Bros.' "Made in Preston" ranges, it being offered as a prize in a drawing competition at a band concert. Tickets are sold for 15 cents, and a stub bearing the number is deposited in a box on entering the park. A drawing is then made and the holder of the corresponding number to the tenth (or twentieth, as may be decided) ticket wins the range.

During the past summer Mr. Mickus has experienced a big run on oil stoves, he having sold 67 "New Perfection" stoves, as well as over 50 of the ovens with glass doors.

A run has also been made on a line of German made alarm clocks costing about 48 cents laid down at Preston. A special price of 57 cents has been quoted on these, while on one lot, damaged in shipment, was sold as low as 46 cents.

Preston is only a few miles from Guelph, and retailers who are planning to erect or remodel their store might to their own advantage arrange to pay a short visit to Mr. Mickus' store at Preston.

NEW STORE AT VICTORIA, B.C.

The Drake Hardware Co., Victoria, B.C., are now settled in their splendid store at 1418 Douglas Street, they having built a fine block of two stores, with offices overhead during the past year. The firm began business less than four years ago, in Nov., 1907, at 730 Yates Street, moving a month later to 608 Yates Street, and now have large premises, which should hold them for some time, although the new location has resulted in a big increase in their trade. Since July, 1910, the firm has been owned by R. R. Taylor and S. J. Drake.



Splendid new store at Victoria, B.C.

The new store is 30 x 110 in size, with a basement 120 feet long, extending under the sidewalk. The store front is of modern construction, prism glass being used above the plate glass windows, and above this being an electric sign. One of the windows is trimmed with Martin-Senour paints, while in the other wire door mats are shown. The interior fittings are in keeping with the front, modern shelf boxes and silent salesmen being used to display the goods in stock.



Forty foot wide front of A. Welch & Sons' Stove Store

ONE OF CANADA'S FINEST STOVE STORES.

Hardware and stove merchants who visit Toronto during the Exhibition will do well to pay a visit to the fine new stove store of A. Welch & Son, at 304 and 306 Queen Street west.

A. Welch & Son, who gave up the hardware end of their business a couple of years ago and recently doubled the size of their stove showrooms, now have what is probably the largest and best stove store in Canada, it being located on Queen Street West, one block east of Spadina Avenue.

The store itself is 40 feet wide by 98 feet deep, behind this being offices 44 x 15, and workrooms for plumbing and metal working. Second hand stoves are kept in the cellar. As will be seen by the interior picture a metal ceiling is used to give the store an attractive appearance. The ceiling is 14 feet above the hardwood floor and the gas and coal ranges are neatly arranged in rows, with plenty of space around them, each being mounted on casters to facilitate the work of the salesmen in showing the ranges to customers. Chairs are also provided for the use of customers when the salesmen are demonstrating the various features of the ranges.

The new store front gives one large window, in which several ranges and furnaces can be shown without crowding. A neat design of leaded prism glass across the full front, and over the two entrances to the store has utility as well as beauty to commend it, above this being a large sign, while in front an electric sign is also suspended.

Albert Welch, the head of the firm, served two years as alderman in Toronto, but retired last year to devote his full attention to his growing business. T. A. Welch has charge of the office and advertising, while Fred E. Ellis, favorably known to the stove and heating trade throughout Western Ontario, and who served as a boy with Welch & Son, is in charge of the heating branch of the business.

Welch & Son are Toronto agents for Clare Bros., Preston, and from present indications they will take a big share of the



An Interior View of A. Welch & Sons' Stove Store at Toronto

output of the Preston foundry this year, particularly in Hecla furnaces.

In the July Journal we described a new and original selling plan which Mr. Welch had evolved, and which is bringing them a big volume of business. Following the "Furniture Club" idea used by departmental stores, a "Furnace Club" has been organized, and within a month the hundred mark was reached.

"We were as busy in July as we ordinarily would be in October," said Mr. Ellis, "and we have about 80 men at work, a good percentage of these being on furnace installations.



We take no chance in selling on credit, as we only sell to householders, and we would have to wait for some of our money in any case. Our advantage is in getting a big increase in furnace trade and getting it in advance of the usual time, so that we can handle the business to better advantage. By the "Furnace Club" plan we also get a fair price for our work. Competition in warm air heating in Toronto has reached a point where the work has to be scamped to get any profit at all. Furnace jobs are taken as low as $150. By our plan we avoid this competition which gives such a bad name to warm air heating."

CARPENTERS' APRONS GIVEN AWAY.

The Mills Hardware Co., Barton Street, Hamilton, have been featuring a window display of Atkins' hand saws, the lower portion of the window being devoted to saws, while above them carpenters' aprons are hung. A large card offers "an apron free with every Atkins $2 handsaw."

The regular price of the aprons is 25 cents, and they bear both the manufacturers' and retailers' advertising. "Use Atkins Sterling Silver Steel Saws," and "Made for the Mills Hardware Company" in large letters.

The aprons are supplied by the manufacturer at cost, consequently the Mills Hardware Co. can afford to give one with each saw. The carpenters appreciate the gift and do not seem to mind being walking advertisements, judging by the way the premium has been called for in the Mills store.

Other retailers are adopting the same plan, the Atkins Co. supplying the aprons whenever requested.

FITTED OFFICE FURNITURE WITH SLIDING SHOES.

John Bailes & Son, Oshawa, recently secured a good order for sliding furniture shoes, they furnishing sufficient to equip the furniture in the offices of the McLaughlin Carriage Company, one of the largest industries in that growing town.

There is a big field for the sale of furniture shoes. Every hospital, hotel, private club, public library, and private office should have the desks, beds, lounges, chairs, etc., equipped with the shoes, while every home where hardwood flooring or rugs are used should have the piano, beds, tables, etc., fitted with the sliders.

If a bright clerk is sent out with a few sample pairs in his pocket it's pretty safe to figure that he'll earn his day's wages in the spare hour he spends away from the store.

BALL TEAM ADVERTISES RETAIL STORE.

Bernhardt & Gies, Preston, Ont., have undertaken the contract for the heating, plumbing, metal working, etc., on some buildings at Moose Jaw, the contracts running up into several thousand dollars, and the work being done by men sent out from Preston in charge of Mr. Gies.

The firm held their second annual picnic on July 24, it being attended by their employees and their families, amounting to several score.

Bernhardt & Gies have a ball team which is making a fine record in the manufacturers' league. Most of the players are employed in the store and workshop, and the firm supplied them with suits, etc., entailing an outlay of about $30. This is considered as money well spent, however, as the store is getting a big ad. as a result of the team's work, this resulting in an increased trade in the sporting goods department.

GUMMED LABELS AND ENVELOPES.

W. A. Rankin, Ottawa, recently used a dozen clothes baskets as a "quick change" window display, the baskets costing $1.50 per dozen and being priced at 25 cents each.

Parcels going out from Rankin's store bear the gummed label shown in the accompanying illustration. Half the label is taken up with Mr. Rankin's business address, while space is left below for the address of the purchaser. The cost of the labels is repaid many times over by the prevention of losses from mislaid parcels.



Below the label is shown a reduced form of a small Manilla envelope, 3 x 4 1-2 inches in size, which are bought in lots of 15,000, and used in wrapping up small articles, such as screw eyes, and for enclosing screws in when sold with hinges, etc. The envelope is a labor saver, and a good ad., as it is frequently kept for months by the purchaser, being thus a constant reminder of an up-to-date hardware store.

SATISFIED CUSTOMERS COME AGAIN.

Sylvester Bros., Stouffville, find that an earnest endeavor to please customers brings trade to their store. When an article like a stove or washing machine is sold to a lady customer they take particular pains to see that the customer thoroughly understands how to operate it to secure satisfaction. Then when the customer visits the store again she is asked how the stove or machine is working, if any trouble has been experienced, or if the customer makes any comment on how it can be worked to better advantage note is taken of these points. Sylvester Bros. sell Connor washing machines, and Connor & Son have received some very valuable suggestions as a result of the systematic and thoughtful methods used by the Stouffville firm.

Window and Newspaper Advertising

SILVERWARE DISPLAY AT ACTON.

By R. F. Johnstone, Acton.

The accompanying cut of our window display needs little explanation. There were two steps used in the window, and back of these a false back was used, the whole being covered with black cloth. The three showcards on the back were our own make, while the others and the small cards were supplied by the manufacturers. Two strips of circulars were pasted on the glass on each side of the frames. Every article was ticketed with the price, which is in our minds one of the best selling points.

We also have an 8 ft. silent salesman just inside the store door, and it is kept well filled with all kinds of silver plate, as is also one counter showcase.



Display of Silverware arranged by R. F. Johnstone, Acton, Ontario

Starting in this line about seven years ago, with a stock of not over $25, we have worked up our trade till now we carry ten times that amount. We consider it one of our best paying lines, as every article will average 50 per cent. profit. The best seasons are June, Sept. and December, but it is selling throughout the year more or less. We advertise it during these periods, together with our window displays, and also include circulars with all parcels going out.

Contrary to general opinion, we have scarcely any trouble keeping it clean. Our biggest wonder is that more hardware men are not taking up silverware as a paying department in their store.

A "HUNTING SUPPLIES" DISPLAY.

By W. J. Illsey, Winnipeg.

Among the window displays which never fail to attract attention and get business, that of hunting supplies is prominent. Whether a man goes out hunting or not he is always interested in looking at sporting goods. The hardware man who would secure a fair share of this fall's business in this line will find the following a good business-getting display.

Cover the ground of your window with green baize or felt. The background with the same, if you can, or in lieu of green use white cheese cloth. Secure from your supply house a quantity of the very fine advertising matter which all manufacturers supply gladly. Hunting and pretty water scenes, such as supplied by the Dominion Cartridge Co., Wm. Chester, Remington, "Marlin" fire arms companies, help make up an attractive display.

Hang these at the back and sides of your window. Then, on the back and side hang rifles, guns, game and cartridge bags and belts, hunting coats, vests, waders, etc. On the bottom display cartridges in big pyramid piles, and display a few opened boxes of the various kinds stocked. Small rifle cartridges, small rifles, hunting knives, hunter's axes, cartridge boxes, revolvers, gun cleaning implements, re-loading tools, etc.

Use price cards about 11 x 14 inches in size to exploit the various lines shown, such as these:

YOUR HUNTING COAT IS HERE. WE FIT EVERY MAN. PRICES, $1.50 TO $8.00.

OUR LOADED SHELLS ARE SURE KILLERS. PER BOX, 50c. TO 85c.

GUNS TO RENT. 1 DAY, 50c.; PER WEEK, $1.50. ALL GOOD GUNS.

SPORTING RIFLES, ALL CALIBRES. EACH, $12.50 TO $45.00.

A Fruit Canning Window Display.

Back this display with all white, and be sure that it is pure white. Close to the glass and not too high up, hang a row of spring balances. At the back, close up to the ceiling, hang a row of enamel kettles of various sizes. This to continue right across the end also. Continue in even rows toward the bottom, cullenders, dippers, saucepans, kettles, etc.

Use your best quality ware and be sure that every piece is perfect. On the bottom at the front place a row of enamel spoons, along with a display of scales such as are used for weighing sugar, fruit, etc.

Put a shelf about 3 ft. from the bottom at the back, and on this display scales, vegetable cutters, etc. Measuring or graduated cups, funnels, and such goods to be shown on the bottom at the back.

For this display use the following cards:

FRUIT CANNING SUPPLIES. OUR STOCK IS VERY COMPLETE. WE SELL AT EASY PRICES.

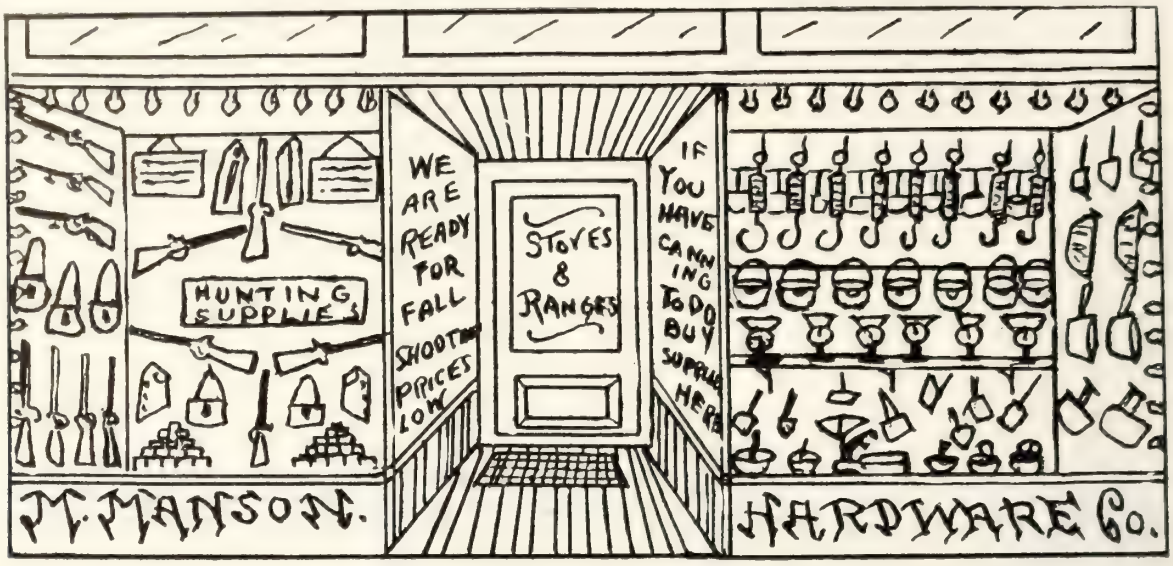
PRESERVING KETTLES, EACH 35c. TO $1.50.

SCALES TO MAKE SURE OF QUANTITIES. PER SET, $2.00 TO $6.50.

FRUIT FUNNELS, 15c.

STOVES AND FURNACES CLEANED NOW. WILL BE READY FOR THE FIRST COLD SNAP. WE DO GOOD WORK.

goods, since it has in its composition such an infinite variety of articles, practically all of which can be utilized in laying out tasty trims, and which appeal in many ways to the eyes of the public. Most of the athletic lines have a variety of articles for use in it that make good dislay material, and a clerk of average intelligence can arrange something that will draw the attention of the passing public to the windows. A retail merchant therefore, misses an excellent opportunity of stimulating trade if he does not make it a point to always figure on keeping his windows filled with timely trims that will interest the passerby and possibly arouse in him a desire for some of them to use in enjoying his own particular out-of-door pastime.



Suggested Layouts for Hunting and Canning Supplies Windows.

In the vacation display made by the Kelley Hardware Company, Duluth, Minn., the same general setting remained in the window for some time, but the figures were changed about and various lines of goods were displayed from time to time. The trim was of a camping outfit, and all articles included in the camping line were shown to some extent in the trim. These included baskets, camp kettles, hammock, tents, plates, picnic sets, axes, etc.



Camping Scene Window Display arranged by Kelley Hardware Co.

CLEVER TRIMMING OF SPORTING GOODS.

Window displays at any time are invaluable means of advertising the goods in the store, and the dealer who neglects to make full use of this method of showing some of the offerings in the inside of the store at all times, in an attractive and pleasing manner, is overlooking an opportunity to get himself publicity that is cheap and available without much of an expenditure of time and money.

Especially is this true of such a retail stock as sporting

For several days the figure in the hammock read a book while the other held a fishing rod and reel. Another time the man in the hammock was examining a large revolver while the boy had a fish exhibiting it as his catch. On the last day of the trim the camp was shown broken up, with the tent down and put in pack sacks, and the two figures standing with packs on their backs ready to move.

Seasonable Hardware Advertising

Readers of the Journal are requested to forward samples of their Ads., Circulars, etc., to the Editor.

TYPOGRAPHICAL DISPLAY OF ADVERTISEMENTS.

W. H. C., in Iron Age Hardware.

Few hardware men pay any attention to the display of newspaper advertising, yet much of the effectiveness of a good advertisement may be lost in the typesetting.

An advertisement that fails to attract the reader's eye stands very poor show of ever becoming a paying investment. So! Mr. Hardwareman, you should aim to make your advertisement attractive.

How can you do it? Take a little care in preparing your copy. Familiarize yourself with a few good faces of type.

Don't think because you sell hardware you should not know something about the printing art? It is your business to know everything that will assist you in getting trade.

If you write your advertising copy, know how to display that copy so it will bring returns. Newspaper space is costly, but it costs no more than an effort to make that same amount of space pay.

Most hardware men leave the display entirely in the hands of the compositor. This is wrong. The printer may know a lot about his business, yet his ideas of display won't sell goods for you. Some of the poorest specimens of typographical display that I have recently reviewed were advertisements of "print shops."

The proof; look over your local paper, note the advertising columns, 90 per cent. of those advertisements that were left to the compositor for display fall short of typographical art. Fig. 1 shows one printer's idea of display, and to the hardware man who is not posted on typography it may look as if this were the best bold face type could do, yet Fig. 2 shows how it has been improved upon.

Fig. 3 shows the same ad. rewritten in 6 inch single column size, minus the lawn mower offer, it being better to confine an ad. of this kind to one special line.

In Fig. 4 only one size kettle is listed, and the price of that one size is made prominent. If the reader wants a larger size kettle, this attractive price will tempt him or her to come in and look your stock over. It is then up to you or your sales force to sell this prospective buyer other articles needed for the kitchen comfort.

Never advertise enamel ware as "the 75-cent size 49 cents each." Your advertisement tells more when it reads: "14-quart size 49 cents."

Make your firm name as short as possible, long names are hard to remember. Everything that helps the copy, helps the display. Aim to help both.

THE CANNING SEASON IS HERE

SO ARE WE—With the best offer ever made on Preserving Kettles in

ONYX High Grade Triple Coated ENAMELED WARE

The ware that carries the guarantee of satisfaction or your money back

TWO STYLES FOUR SIZES

OUR GRAND OFFER WHILE THEY LAST

75-Cent size at 49 cents each
85-Cent size at 59 cents each
$1.00 size at 69 cents each
$1.25 size at 79 cents each

With each kettle sold at this price we will give FREE one No. 110 long-handled dipper. This sale is now on at our store. Come in and look them over.

SPECIAL ON LAWN MOWERS

Regular $3.75 at $2.75

Geo. T. Gadd Hdw. Co.

(1) 225-227 Second Avenue

The Canning (2) Season Is Here

So are we—with the best offer ever made on preserving kettles in Onyx high-grade triple-coated enameled ware—the ware that carries the guarantee of satisfaction or your money back.

Our Special Offer in Preserving Kettles

75c Size, **49c** Each. $1.00 Size, **69c** Each.
85c Size, **59c** Each. $1.25 Size, **79c** Each.

With each kettle sold at this price we will give FREE one No. 110 long-handled dipper. The sale is now on—come in and look them over. During this sale our $3.75 lawn mowers go at $2.75.

Geo. T. Gadd Hardware Company

225-227 Second Ave.

Need a (3) Preserving Kettle?

Here's a treat for the economical! A sale of enameled preserving kettles, not seconds, but first quality "Onyx" high-grade triple-coated enameled ware. Don't trust yourself to use any but perfect enamel ware for preserving. Don't risk the dangers that lurk in lightly coated and imperfect kettles. Every piece of "Onyx" is free from any poisonous substance and sold to satisfy or money back. To make you acquainted with this ware, we will place on sale 500 preserving kettles, 2 styles, 4 sizes, and until sold give Free with each purchase a long-handled enameled dipper. Better come early—they will not linger at these prices:

10 Qt. Size..... 39c
14 Qt. Size..... 59c
18 Qt. Size..... 89c
30 Qt. Size... $1.19

Gadd Hardware Co.

225 Second Ave.

(4)



Preserving Time.

How about your preserving kettle? No need to make the old one do. Here's an opportunity to buy first quality enameled preserving kettles at prices others ask for seconds. Come in—have a look. This 10 qt. first quality kettle

39c

Gadd Hardware Company

227 Second Ave.

HERE ARE TWO SUGGESTIONS FOR STOVE ADS.

A FREE TURKEY.

with a ———— Range from now until Thanksgiving Day.

Each purchaser of a ———— Range will receive a fine turkey free of charge. This offer is made to prove the baking and coal saving qualities of these famous Ranges.

———— Ranges will make your cooking easy, your meat juicy, your pie crust flaky, your cookies crisp and your bread light.

Prices $25.00 to $55.00.

DEALER & DEALER.

THAT NEW RANGE.

It's not a bit too early to begin thinking about the new range you must have this winter.

We've already put our sample lines on the floor.

We'll be glad to have you come in and look them over.

Our leader is the ————, with oven thermometer, copper reservoir and with or without warming closet. We also carry the ———— line.

They are all good ones—the best you can buy for the money.

Prices according to size, style and finish. $25.00 to $55.00, all complete and set up in your home.

DEALER & DEALER.

Paint and Varnish Trades

MAKING THE MOST OF OPPORTUNITIES.

By C. M. Lemperly.

To enumerate all the ways of advertising a paint department would take many volumes. But to emphasize a few of the best ways is within the province of this article. There are so many merchants who overlook the simple, effective ways in their efforts to "get rich quick" and shoot at a long distance range. The most efficient advertising lies near at hand, but its simplicity often obscures it from the retailer's vision.

The mails are at the disposal of every merchant in the country. Yet how few merchants use this service—this direct, short cut, effective service? Not one in a thousand uses it to good advantage. What is the reason?

Letters are generally conceded to be an old way of getting business, but each year they are used more and more, because retailers are finding out what the manufacturers have been claiming is true, viz., that the personal letter is the strongest appeal between merchant and consumer. I believe, and I know from experience in the paint game, that dealers swear by the personal letter system after they have tested it out.

But even with all the offers made by manufacturers to assist them in this service, many merchants have never tried direct mail advertising. In the paint business these letters can be made very effective by the color sample system. By that I mean that a little envelope of samples, pasted to the end of one of these letters, will have a decisive appeal to the recipient.

I know of cases where hundreds of farmers have come to the retail store after receiving such envelopes and have ordered paint on the spot by holding up the sample color slip which happened to appeal to their taste. You can see that this little feature adds a human interest to your letter.

Advertising in the local newspapers is good if it is done consistently and persistently. It should supplement the direct mail campaign. Enough space to tell your story is all you need. If you can't get electrotypes from manufacturers, just sit down and put a little of your heart-stuff on the sheet of paper, read it over, inject human interest into it, then have it properly displayed in type, with a small, neat border.

Make your ads. interesting above all else; tell what can be done in a decorating way, how the floors can be made to shine like new, how the shabby chairs can be brightened up, how the property can be protected against the weather, the storms and the ravages of time. All these, while facts, still have an appaling interest. If small space will tell your story, use it.

Personal Solicitation.

I know of one dealer who follows personally every building permit in his town, every new building operation, and when he can't find these he goes around and takes a memorandum of houses that need painting or repainting. Then he finds some "local color" matter and puts it up to the owners in such a way that they look at painting differently and see the economy and not the first cost.

It is always profitable to develop painters' business, because you can sell large orders to this class of people. The painting contractors are readers of national advertising, and if they become interested in the line you are handling they will come to you. But let them know what you are selling, why it is the best for their use, how they will build a lasting business by tying up to your line.

Cultivate the painter's friendship and get all the pointers you can from him about the working of varnish, the "devilries" and ways to overcome them, the uses of different varnishes for different purposes, etc. You will be called upon to answer such questions and the more practical knowledge you have the greater success you can make.

I know of practical painters who have seen their opportunity, gone into the retail business, and made a big success, because they knew the way to take the prospect out in the yard and apply the goods; how to make demonstrations, fence tests, etc.

Be practical. If you and your clerks can't find the way to learn the ins and outs of the paint and varnish game by every day experience, write to manufacturers, study their literature, and post yourself in that way.

PAINTS IN HARDWARE STORES.

By John Bowman.

"Does it pay to sell paint in a hardware store?" Yes, you bet it does—if the hardware man will give it a little attention. Place your stock in a conspicuous part of your store. Don't put it in the back of your store, in the cellar, or under the counters. Put it "right up front" where it belongs.

That old advice, "Know thyself," may aptly be paraphrased "Know thy Paints." Learn the history of each kind and its uses, whether inside or outside. You can give quite a "spiel" on a pocketknife or on a cook stove—why not on paint? To really **know** a line it may be necessary to make several trips through the factory.

Advertise one kind of paint at a time; do it in such a way that your customers will have confidence in you, your store,—and your paints. Push paint—don't let your stock start sliding toward the back door, "a dead one into the alley"—but make it a live member of the procession that waltzes merrily out the front door.

The value of window displays has been acknowledged for so long a time that it is hard to believe there are any retail dealers of any line who neglect this phase of advertising—yet it's true. Don't neglect the window displays—the index to your store.

Watch your stock. The secret of success here is in not carrying too many colors, and in always having enough of each body color on hand to do one job. The average house requires from six to eight gallons—therefore you should have from six to eight gallon cans of each popular body color **always** in stock, with a few halves and quarts. If you let your stock run down smaller than this you'll lose business, for very often paint is bought at the moment the user wants to apply it, and he'll go elsewhere rather than wait until you get it. The best way to keep down your stock is to limit your number of shades. In towns the size of my own (3,000 to 5,000 people) ten to fifteen colors are sufficient.

If those hardware men who are asking that question, "Does it pay to sell paint in a hardware store?" will follow these methods they'll find that it does pay—I did.

HOW TO APPLY CHEAP PAINT.

A party brought some paint some time since to beautify his house, and it wasn't long before he was back at the store with a kick that could be heard further than a yelp over a long-distance telephone.

"That paint you sold me was no good," he shouted to the proprietor of the store. "Every darned bit of it has peeled off the house!"

"There wasn't anything the matter with the paint," was the defensive reply of the dealer. "You must have put it on wrong."

"I know I did," quickly responded the purchaser. "The only way to make paint of that kind stick is to nail it fast with carpet tacks"

"DOPING" LINSEED OIL AND PAINT.

By V. W. Hartman.

There are traps set on every side to catch the unwary paint dealer. Some of the traps are cleverly baited, others have so clumsy a bait there is little danger from them.

The most widely used bait just at present is the offer to supply dealers with a cheap substitute for pure linseed oil. They are invited to order a sample barrel, get a local painter to try five or ten gallons, and if he can detect any difference from pure linseed oil—finds it inferior in any respect—just return the barrel less the amount used "and get your money back."

The letters are cleverly written and most plausible, and are calculated to appeal to the cupidity supposed to exist in the mind of the average dealer. Actually, these letters are an insult to the intelligence and honesty of the retail dealer.

There is no known substitute for linseed oil. We all know this to be a fact.

And the moment any of these cheap "paint oils" are used trouble commences to incubate and later develops into a lusty, healthy bunch of trouble for the dealer selling it.

One of the largest manufacturers of pure linseed oil reports that fully 80 per cent. of the samples of linseed oil sent them for analysis are impure, i. e., "doped."

Also, that the only difference between them and the numerous so-called "Paint Oils" and linseed oil substitutes is that the latter (not masquerading under the name of Linseed Oil, but advertised and sold under fancy names) are more heavily doped or adulterated.



Actual photograph, showing results from painting with "doped" linseed oil.

There is no question but that the high price of pure linseed oil is responsible for this unhealthy activity on the part of those who would foist their nostrums on the consumer, using the dealer as a cat's-paw, and it is up to every dealer who values his reputation and the future prosperity of his paint trade to steer clear of all but known brands of pure linseed oil.

Another trap is the allurement held forth to the dealer to put in a line of cheap paints. He is told that people will not pay the price a first-class paint commands, and is advised to put in the cheap brand to "take care of trade to whom he cannot sell his high-grade paint," the evident theory of those behind such schemes being that the dealer can get the paint trade "coming or going."

The far-sighted dealer will not "fall" for such a line of argument. He knows it spells ruin for his paint business. It means in the end a list of disgruntled and disgusted customers. The reaction is especially severe because he has acquired a reputation for selling good paints—paints that render satisfactory service. This is smashed to smithereens by cheap paints in no time, because they are made to sell, not to wear, and the makers are only concerned in getting them into the dealer's hands.

In times like the present there is often a tendency to seek the "line of least resistance" and drift with the tide. Our best writers are calling attention to gross abuses in many lines of industry. The textile manufacturers, we are told, are selling "pure wool" fabrics that have no vestige of wool in them. "Pure silk" is made from cotton, chemically treated so that it defies any one not an expert to tell it from the genuine.

That the paint industry should pass through this period and escape such practices on the part of the unscrupulous is not probable, and for this reason a word of caution now is felt by the writer to be not out of place. We all know that reputable paint manufacturers are a unit in discouraging any deviation from their established policy of manufacturing only high-grade paints and finishes that will build and maintain for the dealer a stable and satisfactory business. That dealers, as a rule, appreciate this attitude, and lend their help to the paint manufacturers, is a fact gratifying to every one connected with the paint business and alive to its best interests.

MANUFACTURE OF PAINT BRUSHES.

Address by T. H. Miles, Boeckh Bros. Co., Toronto, at Master Painters' Convention.

Paint brushes, and by this I mean all kinds of painters' brushes, should always be made of good quality bristles, and this is equally as important as the process of manufacture.

Boar's hair, commonly called bristle, is gathered by the peasants of Germany, Russia and China, and is quite an important industry. At certain times of the year the boars rub themselves against the tree trunks, causing the bristles to shed, and same is generally gathered in these places. The hair is then bundled, and in a very dirty and matted shape, is sold to the dressers at the different markets, who put it through various processes of washing and sorting, and it is then sold to the manufacturer.

This is the case with most of the China bristles, but the Russian and German kinds are very often received in a raw or unclean condition. The white French bristle, which is used in the best varnish brushes, is well dressed, and fine clean stock when marketed by the dressers.

A well equipped brush factory must be in a position to wash, clean and sort bristles when received, and this must be thoroughly done before the hair is ready to be used. Most of you know how brushes are made. The flat brushes are commonly nailed in metal ferrules, and the ovals are held by a handle or plug driven into the steel or wire ferrules. There is also a new process of manufacturing flat paint brushes by the use of the compressed ferrules as used on Boeckh's "Steel Grip" brushes.

There are many different kinds of cements used for holding the bristles in the ferrules, all of them being of a more or less similar composition, there being few kinds of cement that will hold the bristles in a brush securely.

The Care of Brushes.

A well made brush, whether oval or flat, paint or varnish, or kalsomine, one made of the best black or white bristle, will give excellent satisfaction and may be used till the bristle is worn completely down—if the brush is broken in in the right way and kept clean after being in use.

Many painters have an idea that a brush must be soaked in water before use—this I would strongly protest against, as the bristles lose their spring or elasticity, and the handle is apt to become swollen, breaking the ferrule and making the brush useless.

A brush should never be allowed to stand either on the handle or the hair—in the former case the paint or kalsomine will run down into the brush, which will make the bristle spread and open up, and leave it very difficult to be cleaned out. A brush stood on the bristles will soon become out of shape and may require quite a bit of using before it regains its natural state, though this may easily be done by steaming and otherwise treating the bristles.

A brush should never be used other than for the purpose it is made and a great deal of trouble results from paint brushes being used dry as dusters, and flat paints being used in kalsomine, and also through brushes being used in liquids which dissolve or affect the cement.

Stoves and Housefurnishings

AT THE TORONTO EXHIBITION.

The **Gurney Foundry Co.**, Toronto, and the **Hamilton Stove and Heater Co.**, Hamilton, and the **Enterprise Foundry Co.**, Sackville, N.B., are three stove manufacturers who will not exhibit at the Canadian National Exhibition this year. The official list of exhibitors will not be printed until August 20, however.

Moffat Stove Co., Weston, will have their new gas range and several other improvements in their lines on display.

McClary Mfg. Co., London, will have a large space in which to show their Sunshine and Radium warm air and combination furnaces, Pandora coal and wood ranges, Famous base burners, Interchangeable coal, wood and gas ranges, and many other of their varied line of heating and cooking goods.

James Stewart Mfg. Co., Woodstock, will display their "Good Cheer" and "Equator" circle water pan furnaces, as well as their latest lines of steel and cast ranges.

Canadian Heating and Ventilating Co., Owen Sound, will show their line of Empire Queen and Empire Steel ranges, Joy malleable ranges, Empire Oak heaters, Empire King furnaces, and registers, including the latest additions to their line.

Supreme Heating Co., Welland, will demonstrate their Supreme coal and gas ranges, and offer to prove how the "Supreme" range saves 50 per cent. of a customer's fuel bill.

D. Moore Co., Hamilton, will display their new I X L Treasure gas and coal combination ranges, in both square and reservoir types. For country trade they will show their British B. Treasure steel range, in semi plain style. It has a tile back and a large fire box, capable of taking 24 inch wood. Their Sovereign Treasure steel range will also be shown in three styles with tile backs, this range having increased nickle plating this year. An improved oven door, etc., will be shown on the Domestic Treasure steel range, while two new sizes have been added to the new cheap line of oak stoves introduced last year. In base burners an improved urn will be seen, they showing their lines of Art, Empire, Crown and Ruby Treasures. A new top, capable of taking a tea kettle, has also been added to the Champion Treasure natural gas heating stove.

James Smart Mfg. Co., Brockville, will feature their Kelsey warm air generator, along with their new Tropic furnace, Quebec heaters, etc.

Findlay Bros., Carleton Place, will display their new Regal Favorite range along with their full line of steel and cast ranges. The Regal is recommended as a leader for country trade, having a beautiful tile back and being built on commendable lines.

Burrow, Stewart & Milne, Hamilton, will again show their big line of "Jewel" furnaces, coal, wood and gas ranges, featuring the new low furnace, which has attracted a lot of attention since it was introduced a few months ago.

Clare Bros., Preston, who have brought out a new Hecla furnace fitted with a horseshoe water pan this year, will also exhibit their other Hecla and Standard furnace and heater lines, as well as their many styles of Peninsular ranges, including their new steel range the Paragon Peninsular.

Pease Foundry Co., Toronto, will not show their hot water and steam boilers this year, confining their exhibit to their hot air and combination furnaces, and their steam heating and ventilating systems for schools.

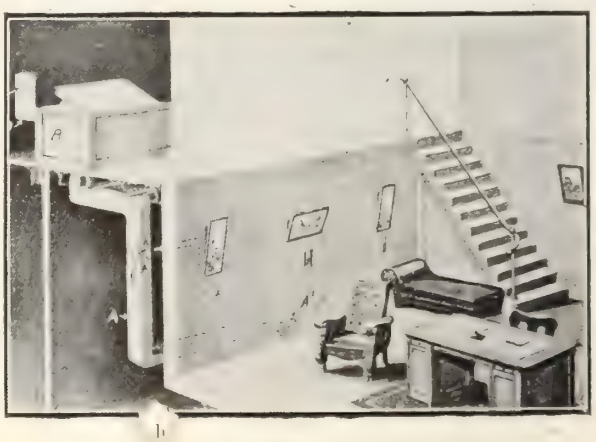
PROF. GRAHAM BELL'S ICE STOVE.

Dr. Alexander Graham Bell, inventor of the telephone and many other things, is this summer working on a cold air system of making life in city houses in the summer time endurable. The results of his investigations have been that he has maintained a temperature of 65 degrees in an improvised study in his Washington home, has luxuriated in this ideal temperature, while others forced to remain in the heat of the national capital have sweltered.

Dr. Bell's refrigerating system is a modification of the "ice stove" invented some years ago by Willis J. Moore, chief of the Weather Bureau. In Mr. Moore's ice stove the process was reversed and ice was fed instead of coal. A current of air was passed through it and into the living rooms of a house. This cold air had a certain effect in lowering temperatures, but it was found that the cold air soon escaped and the original temperatures returned.

Dr. Bell has just returned from a trip around the world. In many tropic countries he was surprised to note that no effort was made to reduce temperatures. In none of the houses of the tropics is the temperature less than the normal shade heat. Dr. Bell held that by taking thought this condition might be improved upon.

He returned to Washington just at the beginning of the summer. The ice stove suggestion, coupled with his observations abroad, and a desire to remain comfortably in Washington for a time to look after his interests, led to cold air experiments. He soon decided that, while the ice stove produced cold air, the ordinary apartment was not fitted for retaining it. It is a well-known fact that cold air is heavier than warm air. Everybody has noticed that when a window is opened in a room in cold weather, the feet of the occupants soon feel the cold, while the room is still warm higher up. The admitted cold air has fallen to the floor.



Cold Air Supply Pipes to Prof. Bell's Room.

More exact exact experiments prove more conclusively the greater weight of cold air. Cold air may be poured into a bucket and be carried about. It is much like water or any other of the liquids. Being heavier than warm air, however, it has a tendency to spread out as water would unless restrained. So, when cold air is poured into the ordinary chamber, it flows out through the doors, the windows or any other leaks that may exist in the given apartment. All houses are built open at the floor level. They will not retain the cold air. An attempt to keep cold air in them is as useless as an attempt to keep water in a bucket full of holes.

Such were the conclusions which Dr. Bell reached. Then the idea occurred to him of finding a receptacle for his cold air. On the ground floor of his house is what was once a swimming tank. It is built to hold water. He decided that it would hold cold air.

Dr. Bell discarded the original ice stove and arranged a large ice box of his own design. Air pipes lead into this ice

box, and lead from it into the bottom of the empty swimming tank. Into this lead pipe is placed an electric fan, which regulates the flow of air. When the fan is started it draws air through the ice box and conducts it to the bottom of the swimming tank. The tank is filled with cold air just as it might be filled with water. To be sure a certain amount of the cold air comes in contact with the warm air at the top and is carried away. But a small current constantly coming in from below replaces it, and the room is kept at the desired temperature.

Dr. Bell set the scale of the desirable temperature at 65 degrees. This is regarded as the ideal degree of heat and cold for the well-being of man. He regulated his fan in such a way that it would keep a sufficient current of cold air coming into the room to maintain this temperature. He moved his easy chair, his study table and his couch into the old swimming tank. There he is spending the hot weeks in ideal comfort, with the thermometer at 90 and above. Once in three days the ice box requires refilling, taking 200 pounds. This and the current required to keep the small fan going is the sum total of the expense of maintaining the cold air plant.

Dr. Bell holds that he is establishing a principle upon which may be based a practical plan for refrigerating a portion of any city house. In almost any house there is some room that may be adapted to the scheme of containing cold air. Any man may arrange himself an apartment where he can regulate his climate to suit himself. The expense of this made-to-order climate for an entire summer will be less than a single week's end at a watering resort. Dr. Bell believes that the future will witness a general application of this method of overcoming summer heat discomfort through taking thought.

The illustration shows Prof. Bell's summer study, with the piping system which supplies him with cold air.

Pipe A discharges at A cold air from an ice-box B into the lower portion of the swimming pool. In the pipe A is placed an electrically operated fan C, which receives the air from the ice box B, which may be an ordinary ice box, and the air in the pipe D leading to the box B for supplying fresh air has a suitable valve E, by which the supply of fresh air may be regulated. The drawing shows the ice box in a small room adjoining the swimming pool.

HOW GRANDAD'S CLOCK WORKED WONDERS.

By Josiah Crabtree.

I bought it in a junk shop, an old fashioned wooden cased clock, probably made about one hundred years ago, and it was such a curiosity that some of my friends suggested my standing it in the store near the front window, where it would be visable from the street.

The summer's day was unusually still. Not a customer disturbed the quiet; a few flies shrilled dismally as they vainly tried to escape frm the sticky fly paper. I stood behind the counter at the front of the store and, all at once, the ticking of the old clock attracted my attention. I looked at it and thought, "Well, you blamed old time killer, you have certainly got a good constitution to keep in the ring these many years. I wonder what Grandad would think to look at you now?" Then, like a flash it came to me, "What would Grandad do? Would he stand here like an egg and wait for something to turn up, or would he get out and do the turning act himself?"

"How did Grandad get the business in your day, old fellow?" I asked, half to myself and half to the old clock. "Say, he had a cart and a team of horses and he went around the country pretty near wherever he pleased and he had the goods with him and sure made the coin."

"What in blazes am I standing here for, nothing doing, nor in sight, and only the breeze blowing into the store? I'm going to look into this idea at once while the spirit moves. This dignity of playing the gentleman to an empty house is costing me too dear, and I'm going to get active at once."

Now Grandad was mostly a peddler, and that isn't in line with this most modern time, thought I. What I want is to be a salesman. "Say, you mutt" (to myself) "why couldn't you give a practical demonstration on wheels and make a hit? Show 'em just what can be done in a five by ten room, and how easy it would be to turn the trick?"

The longer I thought of this, the more the idea appealed to me, and the proposition gradually assumed a more definite form as I studied over the matter. "With the store as a base of supplies from which to work, and from where articles for repairs can be obtained on short notice, why am I not in a better position to meet daily demands than the big catalogue houses," I queried? Yet I have not done so to any great extent. Why?

When the customers come into the store, they see the different fixtures or articles located separately, but seldom assembled in working order for daily use. They might have an idea of what these things **ought to do**, but **they do not realize just exactly what can be accomplished when things are properly set for the day's business.**

If people can demonstrate in a window to a crowd, why can't I do the same thing on wheels. That night, at supper, I told my story to my wife and she said, "Why not put in a gasoline stove and fix up a table and a sink and have a small locker at the side, cover the whole thing and take me along to do the baking, while you do the talking to the folks. I'll do the practical work and you get the orders."

"Two heads are better than one, as the old saying goes, and we'll try it out if you are game," I replied. So I went to work planning on the contraption. Got a large, light delivery waggon and had a platform built so that it gave me a flooring about four and one half by nine feet in size. Light framework and a good canvas cover completed the traveling room.

Under the waggon I slung a small tank (air tight), to which I attached rubber hose, and set a light force pump in the room at the side of a small sink to which there was a drain pipe running down through the floor.

I connected the tank so that it could be filled readily from a well or stream, and there I had a small pneumatic system on wheels along with the rest of the fixtures. In the room was a gasoline stove, with an oven and all the other attachments. A drop table gave the cook (my wife) plenty of room on which to work, and a small but very complete cupboard was directly over the table. A camp chair or two was also thrown in for effect and, with several of different lines of small specialties, we were ready to make the trip. One fine sunny morning just after sunrise, we set out behind a span of good horses, driving at a fair trot, for the whole arrangement did not make a heavy load.

Did I decorate the sides of the room with ads? I certainly did not, for I desired to spring the affair, in all its glory, when I arrived at each place. We drove several miles before we made up our minds to make a trial. Passing along a certain road we saw several men at work in the harvest fields. "Pull up at the side of the road," said my wife to me, "and we will make some coffee and drop cakes." So, as she got to work, I went out into the fields and, when I came to where the men were working I said, "Come and have dinner with me, boys." They thought it was some kind of a "con" game at first, but when I assured them that I meant what I said, they followed me to the waggon. You should have seen their eyes pop out when they saw just what was doing therein, for my wife had been busy and had things well under way as we returned, it not being advisable to have the lunch entirely ready when we came back.

We got three of them into the room at a time and they sure did light into the refreshments. When every one had been fed, the farmer who had been looking the arrangement over for some time, turned to me and said, "I'm going up to the house with you and show this doing to ma."

We drove along the road and I enlarged on the many advantages of a gasoline stove, some of the ranges that could be set and, incidentally, the air pressure apparatus that I had in the waggon. The result of this was that we took an order for a new gasoline stove, several useful kitchen utensils and the farmer asked for figures on a bath room and an air pressure system.

We drove about 25 miles that day and took orders in every place that we stopped but two, and got acquainted with a lot of new people. You can bet that the next Saturday was a

busy time with me, and the result of the experiment has convinced me that it is bound to be a success.

Grandad's clock was a source of inspiration, and there'll be no more standing in the store waiting for customers for mine.

MONEY IN FIVE AND TEN CENT GOODS.

A hardware dealer in a Western town sells $1,000 worth of bargain goods a year. His investment in this department of business is about $150. This means that he turns his stock several times a year at a nice profit on each turnover. He conducts three bargain tables—one for five-cent articles, one for ten-cent goods and one at fifteen cents.

Over each table hangs a sign, "Your Choice ——— Cents." The tables are at the front of the store and customers who come in frequently look over the articles on sale, and pick out something they want and take it to a clerk to make a record of the sale.

Thus these tables act as "silent salesmen." In fact the hardware man and his clerks do not make any effort to sell goods from these tables—they simply let customers wait on themselves. These bargain tables pay a net profit of several hundred dollars a year, the goods sell themselves and the investment is exceedingly small. How many departments of the hardware man's business pay such a good return on the investment with so little effort?

A Way to Work Off "Stickers."

Every hardware store should have one or more bargain tables. They bring in extra profits and afford an opportunity to work off little odds and ends of "dead stock" and "stickers."

There are scores of articles in the hardware store which sell for one, two or three cents apiece. These can be made up in assortments of two for five cents, three for ten cents and so on. The bargain table method is a convenient way of selling these small articles and the merchant's time is not taken up making small sales from his shelves.

An instance of the success of the exclusive bargain goods stores in the small towns is this: A man without mercantile experience started a store in a South Dakota town. His initial investment was just $940.58. The first month in business he bought $72.83 worth more goods. The second month his purchases jumped to $1,442.81. In a year he had bought $5,923.68, and his purchases after the first year averaged $1,000 a month.

He started with less than $1,000. He has owned the store two years and has sold out for $5,000. He is now looking for a new location and expects to do the same thing over again.

G. A. Binns, Newmarket, and M. Weichel & Son, Waterloo, are two Ontario retailers who have made a success of bargain counters, while the McMurtry Hardware Co., St. Thomas, have adopted a simple idea, which any hardware man with a tinshop can adopt. A tin tray, 30 x 36 inches was arranged into 30 sections, each section being about an inch in depth. In these sections were door pulls, screen door hinges, screw eyes and hooks, brass headed tacks, picture hooks, etc., all the articles being priced at five or ten cents. The tray was set on a table near the front door, but can be removed to any other position, or placed in the window very readily.

Requires a Small Investment.

To put in a stock of five and ten-cent goods requires but a small investment. There are wholesale houses that make a specialty of this class of trade. They make up special assortments which will sell for at least 50 per cent. gross profit on the cost. Advertising matter, display cards, tables and other equipment are also furnished at a minimum of expense.

Below are some of the articles suggested by the Hardware Trade that can be bought and sold profitably at five and ten cents:

For five cents:—Baseball bats, hammock hooks, toy garden sets, fishing hooks, wire tea strainers, tea balls, tea and coffee pot stands, asbestos stove mats, wire egg beaters, soap baskets, wire potato mashers, coat and suit hangers, wire fly killers, covered tin pails, one and two-quart, vegetable graters, funnels, cups, milk skimmers, measuring cups, dippers, cake cutters, biscuit cutters, basting spoons, cake plates, wash basins, dairy pans, pudding pans, bread pans, dust pans, flue stops, kettle knobs, apple corers, spice scoops, oil cans, ice picks, egg beaters, can openers, steak pounders, mincing knives, stove cover lifters, stove pokers, quilting frame clamps, tack pullers, stove shovels, drip pans, carpet tacks, cork screws, hinges, staples, padlocks, stove blacking, harness hooks.

For ten cents:—Flaring pails, covered tin pails, milk kettles, milk strainers, tea and coffee pots, flour sifters, combination nutmeg and vegetable graters, funnels, two quart, milk skimmers, large size, dippers, large size, jelly moulds, self-sealing pie plates, dairy pans, pudding pans, roasting pans, muffin pans, half-covered dust pans, match boxes, galvanized wash basins, preserving kettles, nickel plated ware, tooth brush holders, towel bars, aluminum cups, wire tea strainers, asbestos toasters, wire boilers, sink strainers, folding coat hangers, carpet beaters, wooden rolling pins, fiber chair seats, wooden faucets, window cleaners, axe handles, lunch boxes, braided table mats, lemon squeezers, ice cream dishes, plate scrapers, oil stones, scythe stones, stove shovels, bed and bureau casters, claw hammers, shingling hatchets, measuring tapes, pocket pincers, hog scrapers, coat hooks, padlocks, dog collars, driving whips, wire door springs.

ALUMINUM COOKING UTENSILS.

While aluminum cooking utensils have been before the trade for more than a decade their general use is of comparatively recent growth. The lightness of the metal, together with its conductivity, peculiarly adapts it for cooking utensils.

Aluminum ware is nearly 100 per cent. pure, therefore the metal will not rust nor corrode. Air, wet or dry, has no appreciable action on aluminum. When the housewife purchases an aluminum cooking utensil she has a practically indestructible article. It can burn dry again and again without cracking, chipping or leaking. Common salt does not corrode. Should food boil dry and burn in an aluminum vessel it can be readily cleaned and without injury to the utensil.



An Attractive Display of Aluminum Kitchenware.

The process of manufacture of aluminum utensils is exceedingly interesting, although simple. After the sheet aluminum comes out of the powerful rolling machines, which rolls the metal to the required thickness, if for a tea kettle the flat round piece is placed is placed in a very powerful press and drawn to the required shape. The properties of the metal are such that in this drawing there is no difference in the thickness of the metal after the process is completed. The handle and spout are then put in place. There are no seams and no solder. The outside or polished surface of cooking utensils can be kept bright by the use of a metal polish. The inside surface is hardened by a special process, thus making it easy to keep clean.

Canadian Trade News

BUSINESS CHANGES.

Eastern Canada.

Sherbrooke, Que.—O. Gardner has succeeded Gardner & Gardner, tinsmiths.

St. Jerome, Que.—A. L. Laviolette, suffered loss by fire.

Farnham, Que.—G. L. Elmes, E. D'Artois and J. A. Decelles, suffered loss by fire.

Ontario.

Renfrew—Devine & Legree, succeeded by James Legree.

Toronto—J. E. Wainwright sold to Gillean McLean.

Eganville—J. McIntyre, hardware, and J. C. Gourlay, tinsmith, suffered loss by fire.

Walkerville—Walkerville Hardware Co., incorporated, capitalized at $60,000.

Owen Sound—Cole & Robertson establishing new store.

Toronto—E. O. Hodgson, new store at 322 Royce Avenue.

Manitoba.

Winnipeg—Whiting Hardware Co., succeeds D. J. Wallace.

Winnipeg—Cobban Hardware Co., succeed Warnken Hardware Co.

Ochre River—Schoop Bros. succeed W. A. Oliver.

Grandview—H. J. McLean succeeds G. L. Challoner.

Transcona—George Houston opening tinshop.

Saskatchewan.

Watrous—R. M. McLeod bought hardware stock of Clark, Tullock & Co.

Merid—Evans & Co., new store.

Scott—McKenzie Hardware Co., opening tinshop.

Earl Gray—Pinknel Bros., opening hardware store.

Weyburn—Hoshal, Carmichael & Co., opening tinshop.

Alberta.

Swalwell—Wilson & Wilson succeed W. F. Pieper.

Drumheller—Vickers Bros. establishing hardware business.

Cardston—E. N. Wakely, opening tinshop.

Calgary—M. Tilin, opening tinshop.

Delburne—R. S. Gunn, new hardware store.

Edson—W. A. Miller, new hardware store.

Edam—J. W. Clark, new hardware store.

Lougheed—Brown Bros. & Higginson, succeed Lougheed Hardware Co.

Three Hills—A. W. Reimer, new hardware store.

Calgary—Robert Lawrie, opening tinship.

British Columbia.

Chilliwack—James Munro, sold to Burton Bros.

North Vancouver—J. D. Fraser & Co., sold to Salisbury & Johnstone.

Grand Forks—Manly Hardware Co., suffered loss by fire.

Kelowna—E. C. Scott & Co., succeeded by Kelowna Hardware & Specialty Co.

Vancouver—A. Kier, establishing hardware business.

HARDWARE TRADE HAPPENINGS.

The Edmonton Iron Works are enlarging their foundry.

MacDonald & Godson will establish an iron works at Barnet, B.C.

Milton Blewett, of the Peterboro Hardware Co., Peterboro, has sold his interest in the business and is moving to Regina.

Lowe Bros., Dayton, Ohio, broke ground for their new Canadian factory on Sorauren Avenue, Toronto, on August 8.

J. H. Callaghan, Hamilton, has moved into a fine new store at 2436 Barton Street, in the center of the factory district.

L. J. Hunt & Son, Thorold, have enlarged their store by adding an extension to the rear, the growth of their business having necessitated greater floor space.

Bowes, Jamieson, Limited, have taken over the stove foundry of Bowes, Jamieson & Co., Hamilton. The business will be under the management of James W. Jamieson.

Fred W. King, for eight years superintendent of the McClary foundry at London, is moving to Fort William. Before leaving Mr. King was the recipient of a presentation made by Mr. John McClary and Col. Gartshore.

A. A. Tritsch, manager of the International Distributing Co., Montreal, spent a couple of days in Toronto last week. He reports a very large demand for the new "Yankee" safety razor, it having taken the lead amongst the lower priced safeties on the market.

E. Holt Gurney, sales manager of the Gurney Foundry Co., Toronto, has returned from a holiday trip to Norway, Sweden and other European countries, during which he combined business with pleasure by securing an order for steam and hot water equipment to be installed in large buildings in Norway.

The New West Manufacturing Co., who two years ago established a stove foundry business at Vancouver, now employ 52 workmen. They make the "Universal" range in 17, 19, and 21 inch ovens. Their plant is located on a lot 125 x 350 feet in size, on 11th Avenue, the officers of the company being T. P. McIntyre, President, James R. Gloster, Secretary, and N. C. Kaufman, Managing Director.

The Perrin Plow & Stove Co., Smith's Falls, have been amalgamated with the Tudhope-Knox Co., Orillia. West Lorne Wagon Co., West Lorne, and the Tudhope-Knox Co., Winnipeg, the new company to be known as the Tudhope Co., with headquarters at Orillia, and the manager to be F. J. Oliver, formerly manager of the Smiths Falls business. The plow plant will be transferred to Orillia and the stove plant at Smith's Falls enlarged.

"SAMSON" GOODS AT TORONTO EXHIBITION.

H. S. Howland, Sons & Co., Toronto, will have a headquarters for visiting hardwaremen at the Toronto Exhibition in a bungalow to be located in the rear of the stove building near Machinery Hall. The building will be constructed of "Samson" ready roofing, with a "Samson" wire farm fence in front and a display of "Samson" farm tools inside. Representatives of the firm will be present to help entertain hardware men from outside points.

LANTERN COMPANY TO ENLARGE PLANT.

The annual meeting of the Ontario Lantern & Lamp Co., Ltd., was held at Hamilton, on July 5. President Ginder, presented his annual statement, showing a business increase of nearly 40 per cent. over the previous year, the balance to the credit of the profit and loss account was deemed most satisfactory. The usual dividend was declared, all the Directors being re-elected, as follows:—W. H. Ginder, President and General Manager; F. W. Gates, Vice-Pres.; P. D. Crerar, K.C., Honorary Treasurer; Geo. Webb, A. Ward and G. H. Levy, Board of Directors. The company own a large piece of ground in the rear of their factory, and the question of building a five-story extension was discussed, the president being instructed to get plans and specifications so that arrangements could be made to commence this most necessary addition immediately.

FINED FOR FALSE ADVERTISING.

The case of the Gordon Mackay Company, Toronto, charged with a violation of the Gold and Silver Markings Act, was decided on before Judge Winchester on May 26.

Inspector Ryan said he had received a copy of the company's catalogue of 1909, and he informed the company that the representations in it were contrary to the provisions of the Act. The trouble arose over an advertisement in the catalogue, which represented "gold-filled watches, fully guaranteed." Judge Winchester found the Gordon-Mackay Company guilty and fined them $25.

Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Gurney Foundry Co., Toronto, are offering to Canadian stove dealers one of the most practical window trims ever prepared to help the sale of stoves. In their advertisement they give particulars and offer to send the trim and a folder describing same to any dealer who sends his name and address.

Marlin Fire Arms Co., New Haven, Conn., have issued a new 122 page catalogue describing their American repeating rifles and shot guns, as well as the Marlin hand cuffs, the manufacture of which they recently resumed. New goods not previously shown include Model 27, a pump action repeater; Model 20, a full mazazine, and Model 30, a light weight repeating shot gun in four grades, Marlin field model shot gun in two gauges. A new price list accompanies the catalogue, copies of which will be sent to dealers on request.

Hamilton Stove & Heater Co., Hamilton, have gotten out a handsomely printed booklet for distribution by retailers and probable customers. The title of the book is "I never spent money that gave me more pleasure," this sentence having been extracted from a testimonial letter from one of the users of the New Idea Furnace. Scattered through the booklet are a number of very flattering testimonial letters, which ought to encourage probable customers to close their orders for the New Idea. The booklet is also very argumentative, giving practical advice regarding operation of the furnace and information regarding the saving to be made on coal bills. The booklet closes with a guarantee that in the event of any defect developing in the New Idea fire pot within five years, a new pot will be supplied. A. McKim, Limited, Montreal, prepared the book, and it is very creditable to them. Any furnace dealer will find it well worth sending for.

Armstrong Bros. Tool Co., Chicago, in their new booklet, No. 4, illustrate their complete line of ratchet drills.

Carborundum Co., Niagara Falls, have issued a catalogue describing their Carborundum Razor Strops, one of the articles shown being a razor case handle in which razor can be slipped when not in use.

Glidden Varnish Co., Cleveland and Toronto, have issued a folder showing samples of Glidden Endurance Wood Stains. Another folder shows color samples of Glidden Endurance Color-spar, a combination of a stain and high grade spar varnish.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Onward Mfg. Co., Berlin, Ont., have made several improvements in their electric and hand vacuum cleaning machines, over one thousand of which they sold during the spring months this year. The cylinder in the dust receiving tank is now screwed to the bottom instead of merely set into the tank, and the blow attachment is made much easier to use. A fine nickel base is also being placed on the electric machine. The manufacturers anticipate as large a trade during the fall months as they enjoyed during the spring.

Ross Rifle Co., Quebec, Que., announce a new 22 calibre rifle, ready for the market this fall, to retail at about $6.50.

P. & F. Corbin, New Britain, Conn., have gotten out a new Corbin night latch, number 1356. The latch may be either locked or unlocked entirely independent of the thumb piece on the inside.

Richards-Wilcox Mfg. Co., Aurora, Ill., are introducing a new carrier and track for displaying racks. They are adapted for the display of screen doors, bed springs, mattresses, etc. There is a good opportunity for retailers to secure orders for these from furniture merchants, etc.

John Chatillin & Sons, 85-93 Cliff St., New York, are introducing a sportsman's pocket scale to retail at 25c., weighing up to 15 lbs.

Onward Mfg. Co., Berlin, Ont., have secured the Canadian agency for Grab's Wonder Gas Lighter, an ingenious device for lighting gas and gasoline burners by means of a spark producing device, which can be easily carried in a pocket. With the gas lighter there are no burnt matches or defaced walls from scratching matches.

Trimont Mfg. Co., Roxbury, Mass., are supplying customers with a handsome oak display board, 24 x 36 inches, illustrating the four leading Trimo wrenches. The display board is supplied free to customers, who promise to give it a prominent location.

Enders Sales Co., 173 Duane St., New York, has arranged to market the products of the Christie Knife Co., Fremont, Ohio. Special attention will be given to distributing Christie Centre Cut Serrated Edge Bread Knives, Christie Mayonnaise Mixer and the Christie Spatula.

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Pike Mfg. Co. ..... Cover 3
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Rice, Lewis & Son 1
Ross & Wright 53

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Sheet Metal Products Co. 12
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J. H. Still Mfg. Co. 18
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G. F. Sterne & Co. 16

T

Taylor-Forbes Co. 2
Tobin Arms Mfg. Co. 60

U

U. S. Steel Products Co. 53

W

E. T. Wright & Co. 14

Hardware and Stove Opportunities

SHELF BOXES FOR SALE—562 Bennett Shelf Boxes for sale. Oak front, different sizes; new. Apply Box 1026 Hardware and Stove Journal, Toronto.

TOOLS FOR SALE—Oster pipe dies, 1 to 2 inches; Armstrong dies, 2½ to 4 inches, both in first class condition. Paulin & Rutherford, Simcoe, Ont.

TINSMITHS—I need 4 tinsmiths and 2 improvers. First-class shop; good class of work; highest wages and year round job. J. C. Wanless, Chatham, Ont.

CLERK WANTED—four years' experience, good stock keeper. Permanent position for right man. State salary. J. H. Bell, Mattawa, Ont.

EXPERIENCED HARDWAREMAN wanted as Vancouver. Must be experienced at accurately posting Canadian, American and European invoices and keeping up price book for retail and wholesale hardware house. Reply immediately, giving age, single or married, former experience, with whom, and salary expected, correspondence confidential. Martin Finlayson & Mather, Vancouver, B.C.

Heating and Metal Working

PROFITING BY THE FRESH AIR CAMPAIGNS.

The furnace dealer who does not take advantage of the campaigns made by various organizations relative to fresh air is losing a mighty good opportunity.

There is nothing more interesting at the present time, or more talked about, than the value of fresh air during all hours of the day or night. In the public schools children are being taught the advantages of keeping windows wide open, especially in the sleeping rooms, so that ample fresh air is obtained. Common councils are passing ordinances compelling the street car companies to install ventilators in the cars in order to insure an ample supply of fresh air. Societies of all kinds are taking up the matter and are using every means within their power to bring about more healthful conditions of living.

In a recent issue of one of the leading magazines a very interesting and instructive article appeared on "Oxygenizing a City." The city referred to was Chicago, and this article told how a prominent doctor who had devoted years of study to the effects of fresh air on animals as well as on human beings, had worked out experiments which had proved not only very interesting but helpful to the human race.

In order to find out just how essential fresh air was in prolonging the lives of animals, the doctor tried the open-air treatment on animals in the Zoo. He found that the animals which had been kept out of doors during the winter as well as the summer months were the animals that lived, while those kept indoors in buildings heated with steam had invariably died. In the case of monkeys it was found that even though the rooms in which the cages were kept were at the same temperature as would be the case in the tropical climate, still they did not live because of the hot, dry air.

This proved that it was not the climate, but lack of fresh air that killed them. This interesting experiment showed that even animals must have fresh air in order to live. It brings out the fact that prominent scientists and doctors are giving the subject of ventilation in the homes and the necessity for fresh air much thought and attention these days.

What does this signify to the furnace man? It means that if he is selling a line of high-grade warm air furnaces he can without very much effort or extra cost on his part profit by this campaign that is going to all parts of the country. He can attach clippings to his advertisements which will have far more weight than anything he alone might say relative to the value of high-grade warm air furnaces.

Anything he may say in his advertising relative to fresh air heating is going to be read. It, therefore, means money in his pocket to take advantage of every opportunity to call attention to the furnace he is selling, and the reasons why it pays buyers to install warm air furnaces.

One reason why the sale of warm air furnaces is not greater than it has been in the past is due not to the fault of the heating apparatus, but to the fact that they have not been advertised as widely or as extensively as other methods of heating. That more attention is being paid to them in the last year or so, however, means that the sale of warm air furnaces is bound to grow by leaps and bounds.

To those merchants who are anxious to increase their furnace business it will pay them to get in line and use every possible opportunity of connecting the furnace they sell with the vigorous pure air campaigns which are now being conducted.

CONTROLLING RANGE AND FURNACE FIRES.

An example of the work which the Federal Furnace League is doing is presented in its recent publication in pamphlet form of directions for control of range and furnace fires. The directions are presented in the following:

Never attempt to check the fire by removing (partly or wholly) the lids of the range; close all openings that would admit air to the ashpit; open the dust damper, if any; close the direct damper; open the check register in the smoke pipe; close the damper in the smoke pipe (if any) to the extent that may be necessary, but never use a "tight" or closed damper; a damper with an opening or openings through it may be necessary where there is a very strong draft in the chimney flue.

Never check the fire by opening the feed door of the heater; to check the fire of a heater (furnace or boiler), close all openings that would admit air to the ashpit; open the dust damper, if any; open the draft at the rear, if any (nearly every heating apparatus has a rear draft check); where there is a very strong draft, it may be necessary to have an "open" damper in the smoke pipe.

LEGISLATION FOR VENTILATION.

The following bill was introduced in the last Indiana legislature:

"Be it enacted, that on and after four years from the date of the passage of this act it shall be unlawful to construct any room, with floors and windows that can be closed in any building designed for human habitation unless the same be provided with an outlet opening on the floor or in the baseboard next the floor, in size proportioned to the cubic contents capacity of the room to be determined by the board of health of the state of Indiana, the said outlet opening to be connected directly or indirectly with the outdoor air."

SMOKELESS COMBUSTION FURNACE.

Carl Wegner, Berlin, Germany, has obtained a patent in the United States on a smokeless combustion furnace, which is described as the combination of a combustion chamber, the bottom and lower part of the side wall of which is formed as a grate, a pipe leading to an opening in the bottom of the combustion chamber for introducing fresh fuel into the combustion chamber from underneath below the layer of live fuel, a deflecting device located in the combustion chamber above the fuel supply opening for spreading out the fuel as it enters the combustion chamber, a feeding cylinder from which the fuel is fed to said pipe, a hopper from which the fuel is supplied to the feeding cylinder and the hopper and means for epening and closing the dampers.

TIN SHOP CAN BE MADE PROFITABLE.

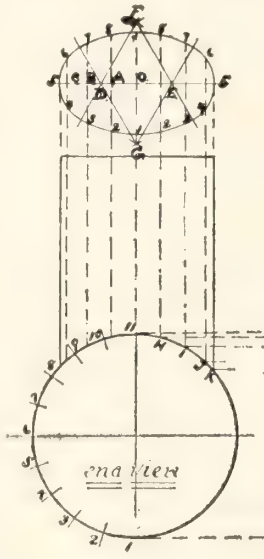
At nearly every convention of retail hardwaremen the question of how to make the tinshop pay comes up for discussion. At the Ontario meeting at Peterboro last February the old discussion was renewed and a manufacturer of sheet metal goods gave some practical advice to the convention.

It will be admitted by all that unless the tinshop equipment is kept up-to-date and the local man buys the goods he cannot afford to make, that the tinshop cannot be expected to show a profit at the end of the year.

A traveler for a manufacturer of tinshop machinery recently called upon a retailer in a Western Ontario city and solicited an order for some new tools for the retailer's tinshop. "No," was the reply. "I have the same set of tools my grandfather had and they are in pretty good shape yet." No thought entered the retailer's mind apparently that inventive genius had worked great changes during the past forty or fifty years, and that newer and better tools now do the work better and quicker than the tools our fathers and grandfathers used.

The old time tinner, as the Hardware Reporter recently pointed out, was a tradesman whose presence in a community was practically indispensable. He was a jack of all trades and master of most of them. He could repair anything from a broken watch to a balky furnace. He was equally adept at manufacturing new articles. His usefulness was limited only by the comparatively restricted use of tin and sheet metal in those days. He was not called upon to do such work as that which devolves upon the sheet metal man of the present day, the field of his activities being confined within narrow limits. Little did he dream that it would come within the province of his twentieth century brethren in the trade to construct automobile bodies, build sheet metal garages, equip houses and other buildings with sheet metal, after the manner of the present day, in accordance with the modern uses to which this material is put.

Within recent years sheet metal has come into very general request for building purposes. There seems to be no limit to its utility and usefulness in this direction. Its adaptability to the requirements of modern building and architecture gives it preference over other materials. With the increased use of cement in building construction its popularity has been greatly enhanced by reason of its non-inflammability. In addition, it can be made to assume almost any form or shape desired, combining artistic beauty with serviceability. It is scarcely any wonder that under such conditions its uses are many and varied, and that it is employed so extensively on the exterior of buildings as well as the interior.



While the hardware trade is casting about for profitable lines to take up, it might be well not to overlook the constantly increasing demand for sheet metal for building and other purposes. It does not require a large outlay of money to equip a sheet metal shop sufficiently to embark in the business on a fairly substantial basis, and if the hardware dealer, after studying the conditions in his locality, will take advantage of every opportunity offered to advocate the use of sheet metal, wherever practical, it would not be long before a profitable business would be forthcoming from this source.

Sheet metal is being used, in one form or another, more extensively than ever before, for roofing, siding, ceiling, cornice, gutter, eaves trough and conductor, store counter fronts, for ornamental purposes and in a hundred and one ways that were unknown to the tinner and sheet metal man of the old days. And there is no doubt that with the agitation by the fire insurance underwriters for a more extended use of it, it will come into still greater demand.

AN ELIPTICAL PIPE INTERSECTING A ROUND PIPE.

By G. L. Gray, New York

To draw the ellipse, let 1, 9 represent the width and 5, 5 the length. Take the width 1, 9 and place on line 5, 5 as at A, intersect the remaining part A 5 in three equal parts, as B C. With a radius equal to two spaces and C as center, scribe the arcs D E, with a radius equal to D E. With D E as centres, describe the arcs intersecting one another as F G. Draw lines through these intersections as shown, F G being the centres from which the large arcs are drawn and D B centres for the smaller ones.

Having drawn the ellipse, now draw the end view, also side view at a convenient distance from the end of the elliptical pipe in side elevation. Draw a duplicate profile of the ellipse, with the center line 5, 5 on a line with center line of the pipe, intersect both profiles into the same number of equal spaces as shown by 1—9—1. Drop lines from profile of end view, intersecting side of round pipe, as 11 to K. From points in profile of side elevation draw lines parallel with side of pipe, extending them indefinitely. From points 11 to K in end view draw lines intersecting corresponding lines in side elevation. Tracing lines through these points gives the miter line. To obtain pattern for elliptical pipe draw a line at right angles to the side of the elliptical pipe and place the stretchout 1—9—1 on same. Draw lines of side elevation, draw lines intersecting lines of corresponding numbers in stretchout. Tracing lines through these points gives pattern for elliptical pipe. To obtain pattern for hole in round pipe, place the stretchout 1—11—1 on a line drawn at right angles to the side elevation, using line 11 as center line. Take the spacings 11 to K from profile of round pipe in end view, place them above and below line 11 in stretchout, as shown. From points in miter line of side elevation drop lines intersecting corresponding lines in stretchout drawing lines through intersections.

An Elliptical Pipe intersecting a round pipe at an angle.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

ROSS & WRIGHT

Insurance Counsellors. Adjusters of Fire Losses for the Assured.

67 Victoria Street, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs.

ORNAMENTAL IRON WORK

WIRE CLOTH AND WIRE GOODS

Perforated Metals
Genuine Antique
Bronze Fly Screen Cloth

Canada Wire Goods Mfg. Co.
HAMILTON, ONT.

Will Wear Longer

"QUEEN'S HEAD"



Galvanized Iron

Extra heavily galvanized to wear well.

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

FLAT ROLLED STEEL

"BEST BRIGHT FINISH"

Just the stock for nickel plating, stove rings, facings, corner pieces. All widths, thicknesses and tempers.

Send for illustrated Booklet

United States Steel Products Co., - Montreal, Que.

Monarch Typewriters

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

THE MONARCH TYPEWRITER CO., LIMITED
46 ADELAIDE STREET WEST
TORONTO, - ONT.

Enroll now for fall and winter study

SEPTEMBER is the best time to start your course which gives you ten months of uninterrupted study, as our scholars are not expected to study during July and August.
Experience has proven that Sheet Metal Pattern Drafting can be taught more thoroughly by correspondence, using my short methods, than by personal instruction, for the scholar who studies out a problem himself will remember it longer and will have more confidence in himself than the one who has an instructor at his elbow.
My full (25) months' course is ($35.00), payable ($3.00) first payment with application and ($2.00) each month till paid, or ($25.00) for full course in advance.
Write for my new circular giving full information about this school, also list of the (125) school drawings.
Enclose four cents in stamps to cover postage.

GRAY'S SCHOOL
3537 Third Ave. - - - NEW YORK CITY

Market Situation

METAL MARKETS.

Metals cannot be said to be active, they seldom are in July and August, but they are decidedly interesting on account of the strength being shown, particularly in tin, lead and spelter.

Pig Iron markets are holding very steady, in spite of the unfavorable conditions in the States, and implement foundries keeping Canadian furnaces busy. Canadian foundry No. 1 is quoted at $18.50, while Old Country irons range from $19 to $22.

The consumption of **copper** has practically caught up to the production, according to statements of reliable authorities, and if this is so prices cannot but tend upward. Quotations, however, continue at 13 1-4 cents per pound.

Tin, while quoted now at $45 to $46, is still in strong hands, with futures higher than present prices. The syndicate controlling the market has had many months of successful manipulation, and there is no indication that they will relinquish control.

Lead and **spelter** are still quoted at $3.75 for domestic and $3.85 for foreign lead, with $6 for foreign spelter. Foreign markets are advancing, however, and the local situation is strong.

Sheets and Plates are improving in demand and the outlook is for an active trade during the fall months.

HARDWARE MARKETS.

While reports received from some sections of Ontario indicate that the hot spell in July had a bad effect on crops, the probability is that, taken as a whole, Ontario, Quebec and the Maritime Provinces will produce very satisfactory results for the labors of the farming section of the community.

In Western Canada it is predicted that the demand for hardware will be the greatest in the history of the country. A record breaking crop is assured, and merchants are buying accordingly.

Toronto jobbers report trade seasonably quiet, owing to the vacation season, with travelers off the road and merchants away from their stores. The hot weather causes a relaxation also, and even those who are not holidaying are not putting much energy into their labors.

Harvest tools has been been a very active line, and there is still a lot of sorting, preference being given to the best advertised private brands, because of the quality being guaranteed.

Sporting goods are coming on strong, and indications are that more guns and ammunition than ever will be sold this fall, because of the general prosperity Canadians are enjoying. Football goods have not commenced to move as yet.

Builders' Hardware was never in more active demand than at the present time, and never was there a better quality of goods being called for. All Canadian cities are enjoying a steady growth, while in the West the demand is equally good from the smaller places. Competition amongst builders of apartment houses, etc., is also making more popular such specialties as wall safes, a finer grade of casement window fasteners, and similar hardware.

Stoves and Housefurnishings are improving in demand, the possibility of a shortage in ranges encouraging many retailers to accept earlier deliveries than in other years when stocks were larger. The fruit canning season is also responsible for a steady trade in kitchen enamelware, etc.

PAINT AND OIL MARKETS.

Trade has kept up better than anticipated in paints, the warm weather not showing as big a slump as usual in ready mixed paints, this probably being accounted for because of their increased use by master painters.

Both oil and turpentine has shown a decline during the month, but on the other hand there has been an advance of 15 cents per hundred on most grades of white lead.

Linseed Oil is now quoted at 98 cents for raw, and $1.01 for boiled, a drop of seven cents during the month. A good crop of flax seed is assured, but not sufficient to materially reduce the price of oil, so the market should hold pretty firm from now on. Substitutes for oil are being used in large quantities, but already reports are heard of the ill-effects of the "doped" article.

Turpentine has also dropped a couple of cents, and is now quoted at 74 cents, and the market is none too strong at that. Rosins, on the other hand, are firm in price because a Southern syndicate is holding large stocks off the market.

White Lead is firming up because of the stronger position of pig lead in the metal market, and prices are being advanced on many lines from $6.15 to $6.30 per hundred. Red lead is unchanged at $4.75, and putty at $2 for bulk in casks.

Glass has a brisk season ahead according to the building outlook, and prices seem likely to advance because of the lightness of stocks and the difficulty experienced in getting deliveries of orders placed with European makers.

WESTERN HARDWARE SITUATION.

Trade conditions were somewhat slower during the latter part of July. But it is only temporary, as prospects for an immense harvest are good. Merchants are stocking pretty freely throughout the smaller towns, and all expect to do considerably better business than for some seasons past.

Whether a shortage of harvest hands will in any way cripple the fall business is a query. But all railroads and corporations are doing all possible to supply sufficient harvesters to handle the big yield.

Winnipeg business is fine, all kinds of hardware is moving well, and July reports showed a big month's selling.

Winnipeg Prices Current.

Black Sheet Iron—28-gauge, $3.75; 26, $3.60; 24, $3.50; 22, 20, 18, 17, $3.50; 16, 14, 12, $3.40; 10, $3.25.

Canada Plates—Half polished, 6-7, $3.65; 8, $3.90; full polished, 6-7, $4.40; 8, $4.65.

Copper—Planished, 16 oz., 30c.; plain tinned, 16 oz., 24c.

Galvanized Iron—Apollo, 10¾ oz., $4.80; 28, $4.60; 26, $4.20; 24, $4.00; 22, $4.00; 20, $3.90; 18, $3.85; 16, $3.80. Queen's Head, 28 guage, $4.80; 26, $4.60; 24, $4.20; 22, $4.20; 20, $4.00.

Tin Plates—I.C., 20 x 28, full boxes, $10.25; half boxes, $5.50; I.X., 20 x 28, full boxes, $12.25; half boxes, $6.50; I.X.X., 20 x 28, full boxes, $14.25; half boxes, $7.50; Terne, 20 x 28, $9.75.

Iron—Bar, $2.50; Base, sleighshoe steel, $2.65; plow, common, $4.50; crucible plow, $6.00; angle, $2.75; harrow, $2.75; cast October, 8½ base; Spring, $3.40; machine, $3.50, tire, $3.00.

Wire—Barb, $2.65; Annealed, 9-gauge, $3.00; 10, $3.06; 11, $3.12; 12, $3.20; 13, $3.30; 14, $3.40; 15, $3.55; 16, $3.70. Galvanized, plain, 8-gauge, $3.40; 9, $2.90; 10, $3.50; 11, $3.55; 12, $3.10; 13, $3.25; 14, $3.95; 15, $4.50; 16, $4.75. Stove pipes, Noc. 18 and 19, 5¼. Poultry netting, 57½ p.c.

Nails—Wire f.o.b. Fort William, $2.45; Winnipeg, $2.90. Cut f.o.b. Winnipeg, $3.15.

Building Paper—No. 1, tarred, 62½@75c. per lb.; plain, 45@60c.; sheathing, $1.10 per roll; tarred felt, 8, 10 and 16 oz. $2.35 per 100 lbs.

Linseed Oil—Raw gal., $1.15; boiled $1.18 gal.

Turpentine—85c. per gal. in barrels.

White Lead—$5.75@$6.75 per 100 lbs.

URNS FOR BASEBURNERS.

"F. E." asks for the names of United States manufacturers of urns for base burners.

New Jersey Lamp and Bronze Works, Brunswick, N.J., and the Ireland & Matthews Co., Detroit, Mich.

IT'S GRATIFYING

-IT SURE IS-



The story the cash book tells makes the paint dealer's sky look rosy or a dark deep blue — according to the profit it shows. It is certainly gratifying to look over your books and see that business is growing year after year — to see the names of the same customers season after year — to see the names of the same customers season after season. It's a sure sign of satisfaction.

You can have that gratification if you sell

Martin-Senour Paint

100% Pure

"The Kind that Makes Business Better"

Don't lose the lesson the books tell, nor miss the moral the lesson points — *the paint that gets the profit for you is the paint that draws the patronage of the particular patron — the patron who will come back stronger next year.*

Write us today for our proven plan to pull that kind of patronage.

THE MARTIN-SENOUR CO., Limited

Montreal PIONEERS OF PURE PAINT **Chicago**

You Can't Overlook Facts

Mr. Dealer:—Here are a few statements that you can't afford to overlook.

Minerva Paints and Varnishes were first manufactured in England 76 years ago—their growth was spontaneous and steadily increased until the London house was supplying *Minerva Brands* to the markets of the world. Canada was recently recognized as a market which could produce a large demand, and although the competition was strong, it was decided to build a Canadian factory and manufacture identically the same brands as were made in England. About six months ago the large Toronto factory started to fill the already waiting orders. Since the first day the success of *Minerva Paints and Varnishes* has surpassed all expectations. The demand has been such that the extreme possible output has been taxed. The success of *Minerva Brands* has been assured in Canada. There are reasons for such growth.

Minerva Paints and Varnishes give honest value—they contain absolutely the very highest grade ingredients possible to procure.

The Manufacturers co-operate in every possible way with the dealer.

Extensive consumer advertising is used. A good fair margin of profit and an attractive proposition is offered.

This is why Minerva Brands mean your reputation and profit.

Write us for information—be a part of this big selling organization and get your fair share of the waiting profits.

Established in England—1834 F29

Pinchin, Johnson & Co. (Canada), Ltd.

377-387 Carlaw Ave., Toronto, Can.

THE GOODWILL OF THE WOMEN FOLK

IS ONE OF YOUR MOST VALUABLE ASSETS, AND THEY WILL BECOME THE GOOD FRIENDS OF YOUR STORE, IF YOU RECOMMEND AND SELL

LACQUERET

The Brightener of the Home

LACQUERET ACTS LIKE MAGIC IN BEAUTIFYING AND PRESERVING OLD FURNITURE, DINGY WOODWORK AND MARRED AND DIRT-STAINED FLOORS. THERE IS AN URGENT NEED FOR "LACQUERET" IN EVERY ROOM OF EVERY HOME.

WE HAVE A BOOKLET FOR DISTRIBUTION "THE DAINTY DECORATOR" WHICH TELLS OF THE NUMEROUS USES TO WHICH "LACQUERET" CAN BE PUT. HAVE YOU A SUPPLY OF "DAINTY DECORATORS"? THEY ARE REAL BUSINESS BRINGERS.

SOLD IN FULL IMPERIAL MEASURE CANS ONLY.

INTERNATIONAL VARNISH CO. LIMITED

CANADIAN FACTORY OF STANDARD VARNISH WORKS

TORONTO WINNIPEG

F 83

M-L Paints



Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line. Get particulars from—

Imperial Varnish & Color Co.
Limited

8t o 24 Morse St., Toronto

108 Princess St., Winnipeg

524 Beatty St., Vancouver

Time For Fall Housecleaning

Now is the time to stock up and bring to the front brushes and brooms required for cleaning after the summer holidays are over.



No. 354. Hair Floor Broom.

We make all kinds of brushes for painting and cleaning, and on receipt of a post card request will send a copy of our 1911 catalogue.

THOMAS BRYAN, Limited

London - - - Canada

PREVAILING MARKET PRICES.

Toronto, August 10th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20
Antimony, per lb. 0 08¼
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting..... 13¼
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.....	3 75
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb.,	24½ 26½
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb...46 00	45 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Retinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50
"Allaway's Best" — Standard Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35
Terne Plates.	
I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00
Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet bxs	7 00
Tinned Iron.	
72x30 up to 24 gauge, case lots..... 7 25	7 35
72x30 up to 26 gauge, case lots	7 85

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	11¼
Light copper bottoms ...	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Barrels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—

Bulk in casks	2 00
Bulk 100 lb. drums....	2 20
Bladders in barrels	2 40

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—

Genuine, 560 lb. casks, per cwt.	4 75
Genuine, 100 lb. kegs, per cwt.	5 25

Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—

Pure Turpentine, single barrels	0 74
Linseed Oil, single barrel, raw	0 98
Linseed Oil, single barrel, boiled	0 01
Rosin, "G" grade, bbl. lots, 100 lbs.	3 25

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead, ground in oil—

B. B. genuine	7 40
Elephant genuine	6 90
Other brands 6 15	6 50

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 08½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.
Miscellaneous—

Beeswax, per lb.	0 40
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. ..	2 30
Paris white, bbls.	0 90
Whiting, gilders, bolted..	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking. No. 8. oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
Cotton, 3-16 inch and larger 0 14
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japanned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb... 0 32

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch. per 100 lengths.. 8 18
Nestable. 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges —
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

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B. & S. H. Thompson, Montreal.

GAS CONTROLLERS.
Westwood Bros., Toronto.

GAS RANGES.
Burrow, Stewart & Milne, Hamilton.
Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
D. Moore Co., Hamilton.
Moffat Stove Co., Weston.
Supreme Heating Co., Welland.

GLASS.
Consolidated Plate Glass Co., Toronto.

GUNS.
Tobin Arms Mfg. Co., Woodstock.

HARNESS GOODS.
B. F. Ackerman, Son & Co., Peterboro.

HANDLES.
J. H. Still Mfg. Co., St. Thomas.

HINGES.
Canada Steel Goods Co., Hamilton.
Cowan & Britton, Gananoque.
Taylor Forbes Co., Guelph.

HOCKEY STICKS.
J. H. Still Mfg. Co.

ICE CREAM FREEZERS.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

JOIST HANGERS.
Taylor Forbes Co., Guelph.

KNIVES (Draw).
Allan Hills Edge Tool Works, Galt.

LAMPS AND BURNERS.
Ontario Lantern and Lamp Co., Hamilton.

LANTERNS.
Thos. Davidson Mfg. Co., Montreal.
Ontario Lantern & Lamp Co., Hamilton.
Sheet Metal Products Co., Toronto.
E. T. Wright & Co., Hamilton.

LAWN MOWERS.
D. Maxwell & Sons, St. Marys.
Jas. Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

LIGHTING FIXTURES.
Jas. Morrison Brass Mfg. Co., Toronto.

LOCKS, KNOBS, ETC.
Belleville Hardware & Lock Mfg. Co., Belleville.
Hamilton Stove & Heater Co., Hamilton.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

METALS (Sheet and Ingots).
A. C. Leslie & Co., Montreal.
McClary Mfg Co., London.
Sheet Metal Products Co., Toronto.
U. S. Steel Products Co., Montreal.
B. & S. H. Thompson, Montreal.

METAL WASHBOARDS.
Meakins & Sons, Hamilton.

NAILS (Wire)
U. S. Steel Products Co., Montreal.

OILERS.
Thos Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

OIL STONES.
Pike Mfg. Co., Pike, N.H.

OIL STOVES.
Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London
Queen City Oil Co., Toronto.
Sheet Metal Products Co., Toronto.

OIL PUMPING SYSTEMS.
S. F. Bowser & Co., Toronto.
National Equipment Co., Toronto.

ORNAMENTAL IRON WORK.
Canada Wire Goods Co., Hamilton.

OVEN DOOR SPRINGS.
U. S Steel Products Co., Montreal.

PAINTS AND VARNISHES.
Brandram Henderson, Ltd., Montreal.
Canada Paint Co., Montreal.
Canadian Oil Companies, Toronto.
Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto.
Glidden Varnish Co., Toronto.
Martin-Senour Co., Montreal.
Benjamin Moore & Co., Toronto.
Ohio Varnish Co., Cleveland.
Pinchin Johnston Co., Toronto.
James Robertson Co., Toronto.
Sherwin Williams Co., Montreal.

POULTRY NETTING.
B. Greening Wire Co., Hamilton.
John Lysaght, Ltd., Bristol, Eng., and Montreal.

PLUMBING GOODS.
James Morrison Brass Mfg. Co., Toronto.

PNEUMATIC WATER SYSTEMS.
National Equipment Co., Toronto.

RAZORS (Safety).
Gillette Safety Razor Co., Montreal
International Distributing Co., Montreal.

RAZOR HONES.
Pike Mfg. Co., Pike, N. H.

REGISTERS (Warm Air).
Canadian Heating & Ventilating Co., Owen Sound.
Clare Bros., Preston.
Ferrosteel Co., of Canada, Bridgeburg.
Gurney Foundry Co., Toronto.
McClary Mfg. Co., London
James Stewart Mfg. Co., Woodstock.
James Smart Mfg. Co., Brockville.
Tuttle & Bailey Mfg. Co., Bridgeburg.

ROOFING (Metal).
Metallic Roofing Co., Toronto.
Metal Shingle & Siding Co., Preston.

ROOFING (Prepared).
Brantford Roofing Co., Brantford
Canadian Supply Co., Toronto.
Standard Paint Co., of Canada, Montreal.

REFRIGERATORS AND ICE CHESTS.
Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

RULES AND TAPES.
Lufkin Rule Co., of Canada, Windsor.

SAD IRONS
Dover Mfg. Co., Canal Dover, Ohio.
Taylor Forbes Co., Guelph.

SAFES.
Goldie-McCulloch Co., Galt.

SAWS.
Shurly-Dietrich Co., Galt.

SCALES.
Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.
B. Greening Wire Mfg. Co., Hamilton.

SCREW AND BOLT CASES
American Bolt and Screw Case Co., Dayton, Ohio.

SHOVEL SAND SPADES.
Lundy Shovel & Tool Co., Peterboro.

SILVERWARE.
Oneida Community, Ltd., Niagara Falls, Ont.

SHEET METALS.
A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto
B. & S. H. Thompson, Montreal.

SPORTING GOODS.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto
Tobin Arms Mfg. Co., Woodstock.

STOVES AND RANGES.
D. J. Barker & Co., Picton.
Butterworth Foundry Co., Ottawa.
Burrow Stewart & Milne, Hamilton.
W. J. Copp, Son & Co., Fort William.
Thomas Davidson Mfg. Co., Montreal.
Doherty Mfg Co., Sarnia.
Down Draft Furnace Co., Galt.
Enterprise Foundry Company, Sackville, N.B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Grimsby.
Adam Hall, Peterboro.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Specialties Manufacturing Co., Grimsby.
James Smart Mfg. Co., Brockville.
James Stewart Mfg. Co., Woodstock.
Supreme Heating Co, Welland.

STOVE CEMENT.
G. L. Sterne & Son, Brantford.

TACKS.
U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.
J. J. Turner & Son, Peterboro

TOOL GRINDERS.
Pike Mfg. Co., Pike, N.H.
Taylor Forbes Co., Guelph.

TOOLS.
Allan Hills Edge Tool Works, Galt.

TRAPS.
Oneida Community, Ltd., Niagara Falls. Ont.

VACUUM CLEANERS.
Onward Mfg. Co., Berlin.
Page Wire Fence Co., Walkerville.
U. S. Steel Products Export Co., Montreal.
Universal Vacuum Cleaner Co., Montreal.

VALVES.
James Morrison Brass Mfg. Co., Toronto.

WAFFLE IRONS.
Taylor Forbes Co., Guelph.

WASHING MACHINES.
J. H. Connor & Son, Ottawa.
Cummer Dowswell, Ltd., Hamilton
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

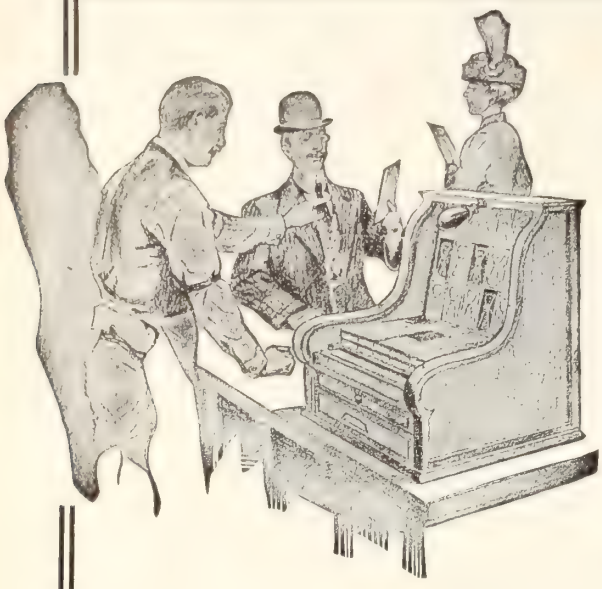
WHIFFLETREES (Steel).
Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.
H. S. Howland, Sons & Co., Toronto.
Kennedy Hardware Co., Toronto.
Lewis Bros, Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Limited, Regina, Sask.
Peterboro Hardware Co., Peterboro.

WIRE FENCING.
Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.
Canada Wire Goods Mfg. Co., Hamilton.
B. Greening Wire Co., Hamilton

WOODENWARE.
Meakins & Sons, Hamilton.



A STATEMENT IN FULL

That is what the user of a McCaskey Account Register gives his customer after each purchase.

At the time of the sale the merchant who uses The McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless bookkeeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same handwriting as he has, prevents forgotten charges, that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster.

Only One Writing — **The McCASKEY SYSTEM** — First and Still the Best

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time, labour and money.

Seventy thousand retail merchants are using the McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address and we'll know you want information.

Dominion Register Co., Limited, Toronto, Canada

Manufacturers of Surety Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

Hundreds of Hunters are going to carry "Tobin Simplex Guns" this Fall.

Are You Going to Sell your Share?

This coming shooting season there is going to be a great demand among sportsmen for the "Tobin Simplex Gun." They have given such thorough satisfaction in the past, you can depend on it, the hunter is going to ask for this dependable weapon. We have been doing considerable advertising for

Tobin Simplex Guns

and are daily receiving enquiries about them.

We are desirous of establishing connnections with live, aggressive dealers, in districts where we are not represented. The "Tobin Gun" is such a thoroughly good gun that to sell it is but a matter of displaying it and explaining its points of superiority. When you write us we will tell you about our "money back" guarantee. It gives dealers a forceful selling argument.

WRITE US TO-DAY.

The Tobin Arms Manuf'g Co., Limited

Woodstock, Ontario

REVOLVING CASES

For Bolts, Screws and other articles



Save time and money and mixing of contents of drawers. A handsome piece of furniture as well as very useful for bolts, screws and other articles. They are used by Hardware Dealers, Plumbers, Machine Shops, Auto Manufacturers, Dealers, and Repairers. Each drawer is locked in the Case to prevent its removal, therefore the contents of the drawers are not apt to get mixed. These Cases are made square with square drawers, or octagonal with V-shaped drawers as desired. They are well finished and will last indefinitely. Sold by all jobbers in Hardware and Auto Supplies.

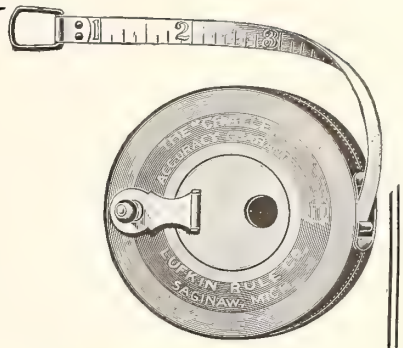
Manufactured by

American Bolt & Screw Case Co.

DAYTON, OHIO, U.S.A.

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

LUFKIN Measuring Tapes



THE BEST SELLING LINE IN THE WORLD

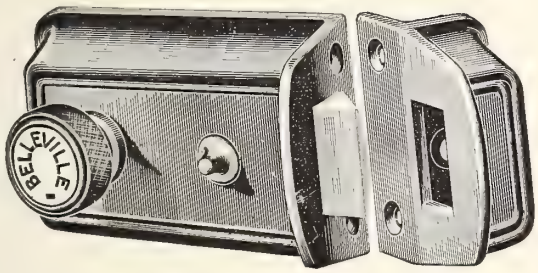
The "CHALLENGE" Steel Tape illustrated in this advertisement is one of the great variety which we make. A high grade tape at a moderate price. Leather case, finest quality tape, accuracy guaranteed. For sale by all Jobbers.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

SEND FOR CATALOG OF COMPLETE LINE



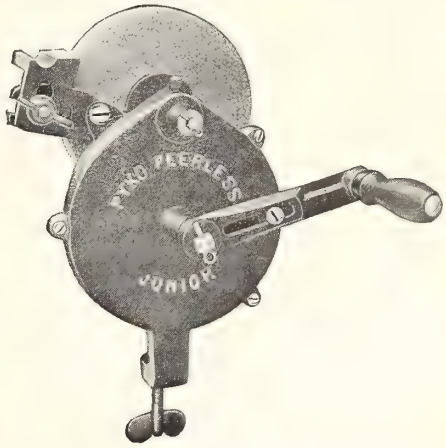




Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co., Ltd.
BELLEVILLE, CAN.



PIKE TOOL GRINDERS

Wide awake dealers are everywhere pushing the sale of these machines

Because

they have learned that the Pike standard of quality is built into every machine and that every grinder sold stays sold and gives perfect satisfaction. Moreover, there's an interesting profit for the dealer.

Won't you drop us a line and let us tell you more about them? It's well worth while.

PIKE MANUFACTURING CO., PIKE, N.H., U.S.A.

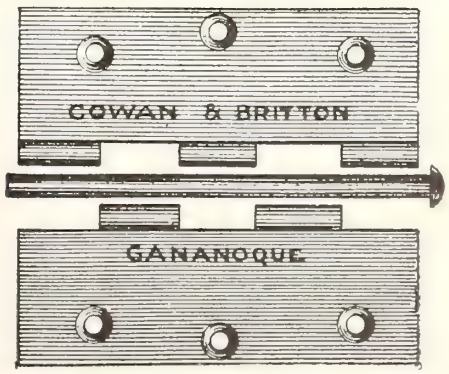
THE QUALITY IS GUARANTEED

WHEN we place our name on the goods we manufacture, we prove our faith in the quality of the workmanship and material, and in no line is quality more important than

BUILDERS' HARDWARE

We make a full line, including Butts, Hinges, Hasps, Staples, Nails, etc. WRITE FOR CATALOGUE.

COWAN & BRITTON, - Gananoque, Ont.



Look for the above brand.

The Best Receipts are those Printed by National Cash Registers



BECAUSE

Takes no time to make it out. Receipt is printed automatically as the sale is recorded. Better than written receipt because it is indelibly printed. Duplicate record is left inside the Register under lock and key.

Only system that enforces correct record of all cash sales, all credit sales, all money received on account, and all money paid out. Its receipts advertise the merchant's business, and satisfy customers.

Every Merchant Should Give a Receipt

Because it is the only way to stop mistakes, stop losses, remove temptation, and insure him all his profits. National Cash Register Receipts offer the greatest protection to proprietor, customer and clerk. A National Cash Register pays for itself—a million merchants have proved it.

FIND OUT ABOUT OUR "GET A RECEIPT" PLAN

NATIONAL CASH REGISTER CO.

Head Office for Canada
285 YONGE ST.

Canadian Factory:
TORONTO

Manager in Canada
F. E. MUTTON

CANADIAN HARDWARE AND STOVE JOURNAL



VICTOR TRAPS

Now is the time to prepare for the trapping season. Be sure to have a full line of VICTOR traps. The demand will be even greater than during last year's successful season.

Yours truly,

ONEIDA COMMUNITY, LTD., Niagara Falls, Ont.

Also makers of Newhouse, Hawley & Norton, and Oneida Jump Traps.



You Are Losing Money If You Do Not Sell Gillette Safety Razors



GILLETTES sell READILY and STEADILY—over a million a year.

Profits are **substantial** and **sure,** for there's no price cutting.

Some retailers are getting these profits. Why shouldn't **you?**

So far as appearance is concerned, the gold and silver plated and gun metal finished GILLETTE sets, in their leather and plated metal cases, are handsome enough to grace the finest hardware store.

In value and profit for the space occupied they compare very favorably with the rest of your stock.

Behind the GILLETTE Safety Razor is one of the most forceful and most extensive advertising campaigns now being carried on in Canada, making new customers every day.

As a trade-retainer the GILLETTE is unique. There is not only the genuine, delighted satisfaction when a man realizes how much it adds to the comfort of his daily toilet—though this means much to you in his good-will. Besides that, each man who buys a GILLETTE from you will come back to you regularly for new blades. How much of your other lines you can sell him on these visits depends on your salesmanship.

There is no reason in the world why you should not participate in GILLETTE profits, and many reasons why you should. Stock up now and be ready for the Christmas trade.

THE GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED

Office and Factory, - 63 St. Alexander St., MONTREAL

Offices also in New York, Chicago, London, Eng., and Shanghai, China.
Factories in Montreal, Boston, Leicester, Berlin and Paris.

TRADE Gillette MARK
KNOWN THE WORLD OVER

LABOR SAVING DEVICES

FOR

Fall House Cleaning, etc.

With the advent of Fall, you are sure to be inundated with enquiries for such labor-saving devices as we name below. You are conscious of the advantage of having actual stock of the articles asked for, and know how far it goes towards effecting a sale. We would suggest that you augment your stocks now, and we will willingly tender to you all particulars and prices that you may require. Don't hesitate to send your enquiries—they will receive careful and prompt attention.



Send Your Order NOW

Washing Machines, Wringers and Mangles

All the best known makes are represented in our stocks and we will gladly send particulars at your request. Note the two illustrations on this page. They are examples taken from our stocks.

Cleaning Materials Paints and Polishes

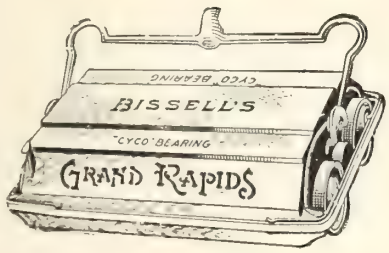
These include : **Liquid Veneer**, "**Cobra**" **Furniture Polish**, **Old Dutch Cleanser**, **Johnson's Floor Wax**, and all high grade **Brass Polishes.**

Paints and Varnishes, Martin-Senour's ready mixed paints suitable for inside or outside work, **Floor Paints, Porch Paints, Enamels, Chair Paint, etc.**

"Success" Hand Vacuum Cleaner

This moderately priced **Vacuum Cleaner** does the work as efficiently as the most expensive Vacuum Cleaner made.

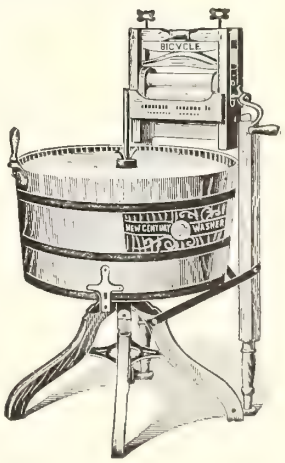
It is simple and easily operated—will stand hard and constant use—weighs only eight lbs. and can be easily carried to any part of the house. It retains the dirt and dust till disposed of later, thereby saving stirred up dust settling all over your room.



Bissell's Carpet Sweepers

These include the **Ball-bearing** and **Cyco-bearing**. They are so well and favorably known that no further words from us are necessary.

Look over your stock and write us.



RICE LEWIS & SON, LIMITED

TORONTO - - - - ONTARIO

KENNEDY

Russwin
Food Choppers

Pocket Cutlery and Butcher Knives

47-11
Razors

POCKET KNIVES.—Kennedy Brand, Jos. Rodgers & Sons, Henry Boker & Co., NonXll, W. H. Morley & Son, Edwards Sons Co., A. W. Wadsworth & Son.

BUTCHER KNIVES.—Kennedy Brand, Jos. Rodgers & Sons.

TABLE CUTLERY.—Maleham & Yeomans, Jos. Rodgers & Sons, Nixon & Winterbottom, Jos. Fenton & Sons.

CARVERS.—Maleham & Yeoman's, Jos. Rodgers & Sons.

PLATED FLATWARE.—Oneida, Reliance, Pate, Wildwood and Tipped Patterns, Rogers Bros. 1847 Tipped Pattern, Oxford, Lexington.

PEARL HANDLES.—Dessert Knives and Forks and Fruit Knives.

KENNEDY HARDWARE CO., LTD.

51-53-55 Colborne Street, TORONTO

Exclusively Wholesale **Everything in Hardware**

WAFFLE IRONS

Genuine merit and quick-selling ability have placed the Taylor-Forbes Waffle Iron in most of the leading hardware stores throughout Canada.



Years of experience, combined with the work of skilled mechanics have made the "T-F" Waffle Iron superior to all others for simplicity, durability and service.

Your customers get their money's worth when they buy our Waffle Iron.

THE TAYLOR - FORBES COMPANY, LIMITED

GUELPH - ONTARIO

H. G. ROGERS, 53½ Dock Street, St. John, N.B.
J. B. H. RICKABY, Victoria, B.C.

REPRESENTED BY

W. A. MacLENNAN, Vancouver, B.C.
HARRY F. MOULDEN, Travellers' Bldg., Winnipeg.

CANADIAN UNITED MFRS' AGENCY, London, Eng.

Does each sale you make help to bring that customer back Satisfied and Wanting More?



Our share is to fill your order carefully and ship promptly. You will be satisfied with the quality of goods received---your customer will be pleased and come back for more---the combination of service, quality and satisfied customer will make your own efforts more effective.

SEND US YOUR ORDER

H. S. Howland, Sons & Co., Limited

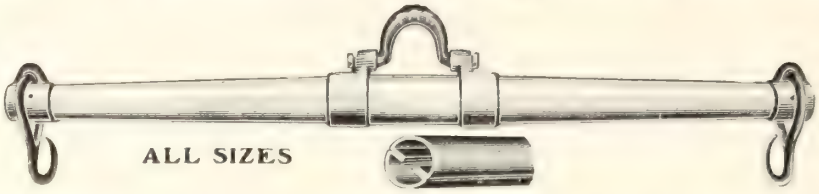
We Ship Promptly.

Wholesale Hardware
TORONTO

Our Prices are Right.

GRAHAM NAILS ARE THE BEST.

Tubular Steel Whiffletrees, Neckyokes and Doubletrees



Better than Wooden ones. Just as cheap. Do not weigh any more. They last much longer. Fittings do not get loose, and no lost time getting them repaired.

RELIABLE GOODS THAT WILL MAKE YOU

BIG PROFITS



Send in your orders in time for the Fall business.

Canada Steel Goods Company, Limited

Manufacturers

HAMILTON, - - - - - - - CANADA

Talk the IDEAL to Your Customers

Drive in the fact that thereisno greater Household Labor saver than a **good** Water Motor Washing Machine and that there is **no** Water Motor Machine equal to the

IDEAL

Agents:
W. L. Haldimand & Son
Montreal

H. F. Moulden & Son
Winnipeg



PERFECTLY SIMPLE AND SIMPLY PERFECT.

The evidence of **quality** in its make-up, in the way it is put together, in materials, finish and simplicity of construction, backed by the well-known and popular

TRADE MARK

are an effective salesmen.

It has a **"Warp-Proof"** tub ring inside, and a double thick "Screwed Together" Cover.

Two of the many points of **superiority** of this machine.

MAKERS

CUMMER-DOWSWELL, LIMITED, Hamilton, Ont.



WE ARE THE LARGEST MANUFACTURERS OF

ADZES

DRAW KNIVES

AND

BENCH AXES

IN THIS COUNTRY





STOCKED BY THE JOBBERS
EVERY TOOL GUARANTEED

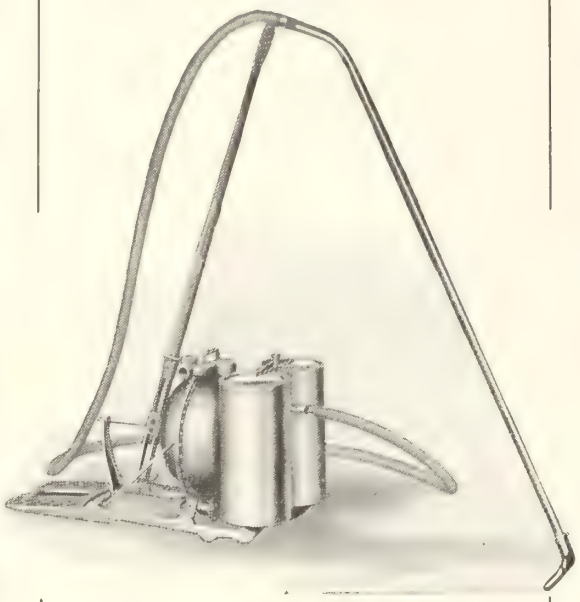
Allan Hills Edge Tool Co.

Galt, Ont.



Made in Berlin, Canada

1912 MODELS NOW READY



The "Double Tank" Means Less Work

The double tank device (an exclusive feature of the Onward Automatic Hand Power Vacuum Cleaner) separates 95 per cent. of the dust from the air without the use of screens, baffles or water. Only 5 per cent. of the dust is screened, which means that the screening device offers but 5 per cent. resistance to the pump. This machine is the easiest to pump and the easiest to empty, as there are no complicated screens as in other cleaners.

It has the greatest air displacement because the pump is one-third larger than any other. This gives it a more powerful suction and a strong blow. (This is the only hand machine that blows as well as sucks).

Do not be deceived by any other claimed to be just as good as the Automatic "Hand Power."

Made of malleable iron and steel, it will last an ordinary lifetime. Write for prices and discounts.

ONWARD MFG. CO.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada

BERLIN - - CANADA

GREENING'S
COW TIES



Made in Six Different Styles, viz.:

Open Ring, Closed Ring, Small Closed Ring, Three Chain, Four Chain.

GREENING'S SPECIAL

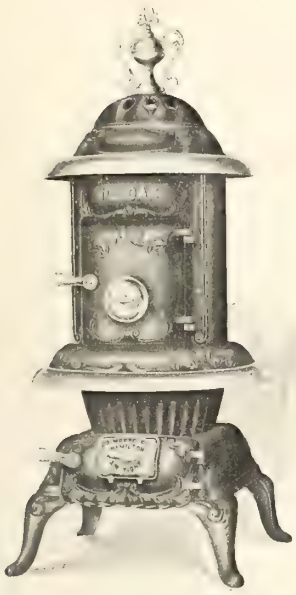
These are standard goods made of Greening's Steel Chain, without a weak spot, and all fittings of proportionate strength. They are incomparable in lightness, strength and appearance.

WRITE TO US FOR TRADE PRICES.

THE B. GREENING WIRE CO. Limited

HAMILTON, ONT. MONTREAL, P.Q.

The Greatest Selling Oaks made in Canada

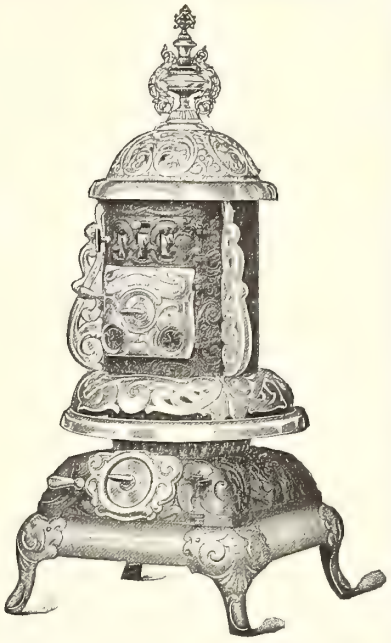


100 SERIES OAK
Made in 4 Sizes

A Quality Oak at a low price.

Large Feed Door
Large Fire-Pot
Large Ash-Pan





TREASURE HEATER
Made in 3 Sizes

Patent Gas Burner
Duplex Grates and
Annular Shaking Ring
Steel N.P. Base
"Double Heater"
Most Artistic Design
Extra Heavy

TREASURE STOVES AND RANGES
D. MOORE CO.

"OAK TREASURE"

Made in 3 Sizes. Mica Front Door. Duplex Grates. Patent Screw Draft in Front Door

MANUFACTURED BY

The D. Moore Company, Limited

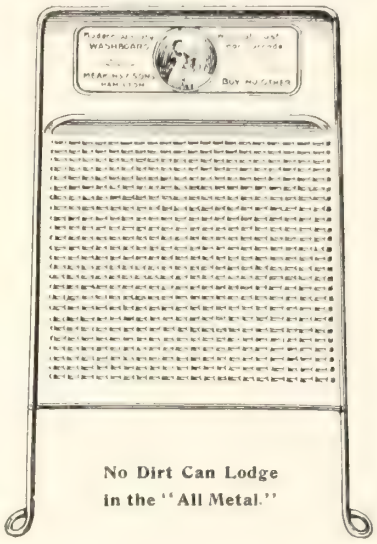
HAMILTON - CANADA

Merrick Anderson Co.—WINNIPEG

John Burns—VANCOUVER

"All Metal" Sanitary Washboards

The "All Metal" will wear longer than five wooden washboards. They are highly sanitary and will not rust or corrode. No smell after washing. No nails or torn metal facing to tear clothing or cut hands—it's all in one piece.



No Dirt Can Lodge in the "All Metal."

This new line has caught on in surprising fashion.

Large orders coming from all parts of Canada.

Ask your hardware jobber for the "All Metal" washboard.

Branches:
MEAKINS & SONS
Winnipeg
MEAKINS & SONS
Toronto
MEAKINS BRUSH CO.
Montreal

MEAKINS & SONS
SOLE MANUFACTURERS
Hamilton, - - Ont.

Nova Scotia Agents
C. E. CREIGHTON
Halifax, N.S.

British Columbia Agents
F. G. EVANS & CO.
Vancouver, B.C.

"BANNER" COLD BLAST LANTERNS

We recommend the "BANNER"

—BECAUSE—

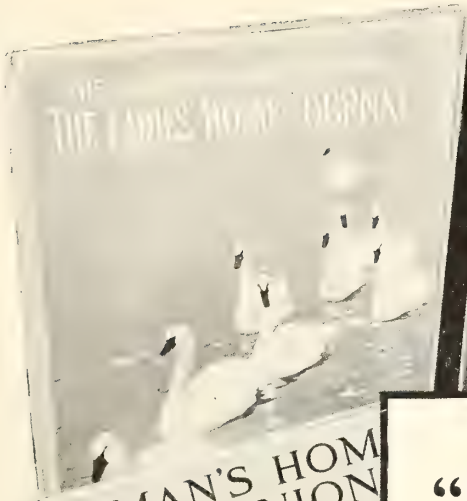
It will last longer,
Has Patent Automatic Lift Lock,
Has Patent Double-seamed Oil Well,
Burns fifteen hours longer than others,
Has Solid Non-corroding Brass Burner,
and
Costs you no more than inferior lanterns.

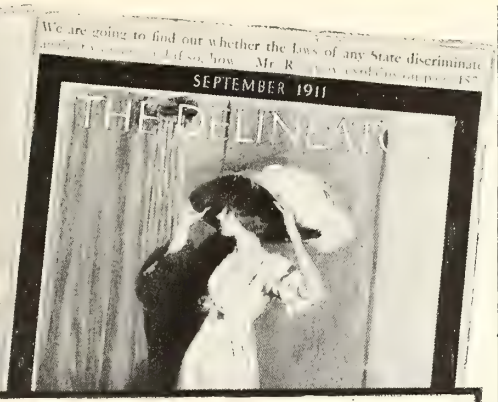
Good Talking Points, Eh?



FOR SALE BY ALL JOBBERS

Ontario Lantern & Lamp Co., Limited
HAMILTON - ONTARIO









THE

"WEAR-EVER"

Sample Aluminum Saucepan

pictured, of which the list price is 55 cents, was advertised in women's magazines last year as the sample that would be sent for 30 cents to women who could not secure the saucepan off dealers. The same saucepan will be advertised this year. In order that women may secure the sample saucepan from you, rather than from us, we make you a price on this special of 20 cents, if ordered in lots of twenty-five or more.

Cash in on the demand created by demonstrating salesmen and by national advertising of aluminum utensils bearing the "Wear-Ever" trade mark. Write

The Aluminum Cooking Utensil Co.

DEPT. 27, NEW KENSINGTON, PA.

Distributing Agents for Canada, Northern Aluminum Co., Ltd., Toronto, Can.

Warehouses: New Kensington, Pa., East St. Louis, Ill., Portland, Ore., Toronto, Ont.

Branch Offices: Boston, New York, Philadelphia, Pittsburgh, Cincinnati, Detroit, Chicago, Baltimore, Minneapolis, Kansas City, East St. Louis, New Orleans, Portland.

"No! They are not all the same."

"Wear-Ever"

Aluminum Utensils

are different.



Of course, aluminum is aluminum; but utensils may differ in *purity*, in *thickness*, in *handles*, in *finish*.

Purity. "Wear-Ever" utensils are 99 per cent pure.

Thickness. They are made *thick* enough to prevent denting readily; *thick* enough to guarantee a lifetime of satisfactory service.

Handles. Take hold of the aluminum handle of a hot aluminum utensil—even with the usual "holder"—and you quickly will be convinced that aluminum is a "good conductor of heat." The handles of "Wear-Ever" utensils are made of the best tinned steel. Aluminum handles would become too hot—wooden handles would burn off or break. The handles of "Wear-Ever" utensils are gripped to the utensils by aluminum rivets with large heads. The heads are not sunk into the side of the utensil—the side remains of uniform thickness, strong enough to hold the handle on firmly for years.

Finish. The outside of a "Wear-Ever" utensil is polished. The inside is hardened by an electrical process which makes the metal harder, smoother, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

THE "WEAR-EVER" TRADE-MARK is your guarantee of Safety, Saving, Service.

Replace utensils that wear out with utensils that "Wear-Ever"

If your dealer cannot supply you with "Wear-Ever" ware, just fill in and mail the coupon below, enclosing 15 two-cent stamps (Canadian stamps accepted), and we'll send you, prepaid, the 1-quart saucepan pictured.

Write for booklet, "The Wear-Ever Kitchen."

THE ALUMINUM COOKING UTENSIL CO.
Dept. New Kensington, Pa.
or NORTHERN ALUMINUM CO., Ltd., Toronto
Distributing Agents for Canada



THE ALUMINUM COOKING UTENSIL CO.,
Dept. New Kensington, Pa., or
Northern Aluminum Co., Ltd., Toronto, Ontario.
(Distributing Agents for Canada.)

Please send me, prepaid, sample, 1 quart "Wear-Ever" Saucepan, for which I enclose 15 two-cent stamps (30c.), money to be refunded if I'm not satisfied.

Name_____

Address_____

Dealer's Name_____









Satisfy Your Customers

By handling Davidson's Enamel Ware

Our Brands "Colonial" AND "Premier"

White and Star Decorated.



Attractive in color.

Smooth in finish.

Clean as china.

Profit and Satisfaction in every sale made.

Write us to-day if you are not already selling our line. We will at once arrange for our nearest traveller to call.

The THOS. DAVIDSON MANUFACTURING CO., Limited

MONTREAL TORONTO WINNIPEG



Our New Cast Range

For City and Town Trade

We want you to investigate the merits of

THE FAIRY DIAMOND

Made in 16 and 18 inch ovens

This is an **up-to-date range,** with drop oven and spring controlled door, neatly nickelled. Looks right and works right.

It sells at a medium price and is a great trade catcher.

Give us a trial order.

Butterworth Foundry
Limited

OTTAWA, ONTARIO

NOT IN THE "COMPETITION" CLASS

THAT DESCRIBES, IN A NUTSHELL

THE "GOOD CHEER"
CIRCLE WATERPAN FURNACE

Introduced only a year ago, our "Circle Waterpan" is already being imitated. It's past the experimental stage.

The "Circle Waterpan" is a necessity wherever HEALTH and COMFORT are considered more than PRICE. Its field is everywhere but in Speculative Building.

Intelligent furnace purchasers are now insisting on humidified heated air, and in the face of the public demand on this point, are you going to argue that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we have two complete lines of Circle Waterpan Furnaces, the "Equator," our new furnace, being second only to the "Good Cheer."

We also make the neatest and cheapest line of **Side Wall Registers** in the market, and a new **Side Wall Cold Air Base Plate** of same design as the registers.

Write us **now** for particulars.



THE JAMES STEWART MFG. CO., LIMITED

Western Warehouse:
156 Lombard Street
WINNIPEG
MANITOBA

WOODSTOCK
ONTARIO

DISTRIBUTING AGENCIES:
McLennan, McFeely & Co.
Vancouver, B.C.
Wood, Vallance Hardware Co.
Nelson, B.C.
Ross Bros., Limited
Edmonton, Alta.

THE S.M.P. LITHOGRAPHED STOVE BOARDS

Wood or Paper Lined



Assorted Colors

Manufactured in all Standard Sizes. Prices on Application.

The SHEET METAL PRODUCTS CO. of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

MONTREAL TORONTO WINNIPEG

LIGHTING FIXTURES

The evenings are drawing in and it's time to push lighting goods. And there's profit in it for the merchant who goes in for the best class of trade. Many towns are using Hydro-electric power and thousands of Canadian homes will be lighted by electricity for the first time this winter. Are you ready for this trade?

The James Morrison Brass Mfg. Co.

make a full line of high grade electric, gas and combination ceiling fixtures, clusters, wall brackets, etc. Call and see our line when visiting Toronto.

We also manufacture "J. M. T." valves, plumbers' and engineers' brass goods, plumbing supplies, etc,



James Morrison Brass Mfg. Co.

Limited

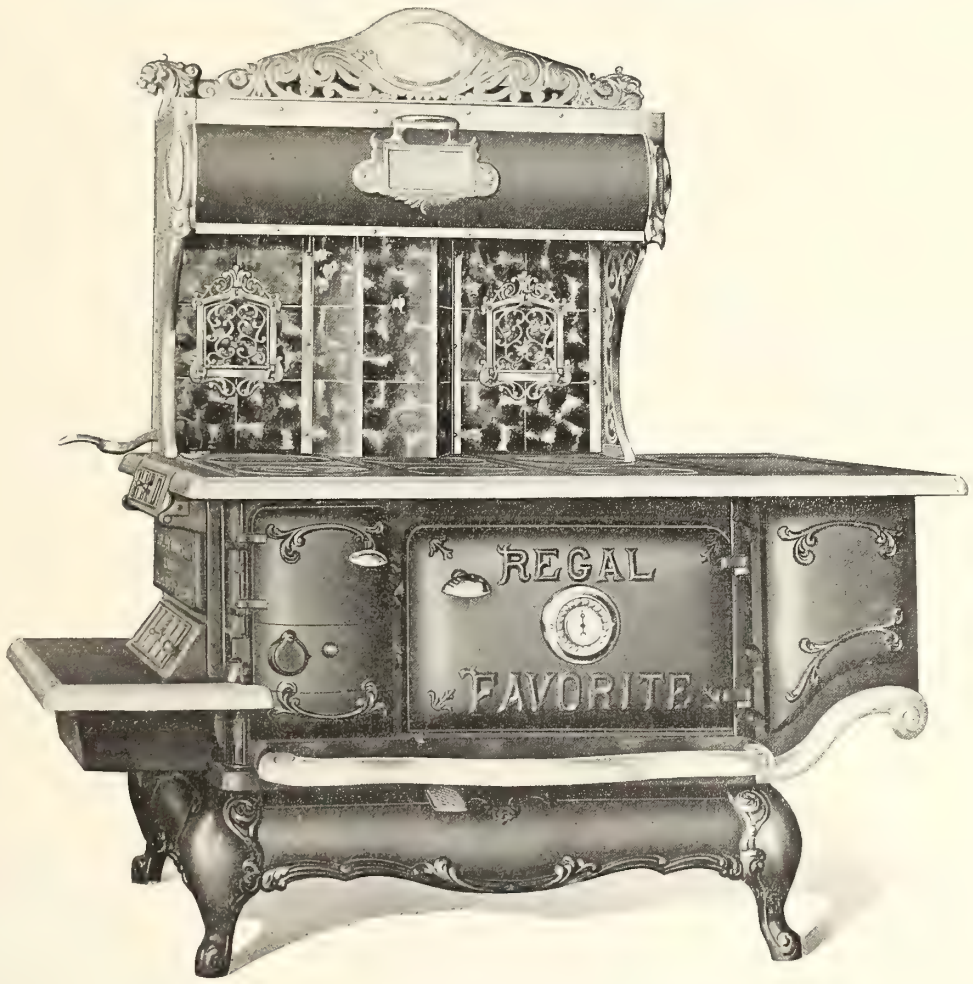
TORONTO · ONTARIO

THE REGAL FAVORITE

IS OUR LEADING CAST RANGE

It is entirely new and is specially designed and constructed to meet the growing demands for a SIX-HOLE RANGE with an exceptionally large firebox for wood and a well proportioned firebox for coal. ORDER A SAMPLE OF THIS RANGE—EXAMINE IT, WEIGH IT, MEASURE IT, AND TEST IT BY EVERY MEANS.

There is Nothing on the Market to Compare with it



The REGAL FAVORITE is the largest and roomiest COAL and WOOD RANGE on the market. Firebox Door Opening, 7½ inches. Oven measures 20 x 21½ x 13. Roomy Top with Front Hinged Key-Plate.

The Loose Locked Nickel Parts are only one of the many new and excellent Features which are embodied in this Range.

Our New Catalogue and Price List will be distributed to the Trade by the 15th of September.

FINDLAY BROS. & CO., LIMITED

Head Office and Works, - CARLETON PLACE, ONT.
Branch House, - - 200 Princess St., WINNIPEG.

DISTRIBUTING AGENCIES:

H. H. DRYDEN	STEWART & CO.	D. V. COPE & CO.	REVILLON BROS., Ltd.	GEO. D. HORSMAN
Sussex, N.B.	Toronto, Ont.	Calgary, Alta.	Edmonton, Alta.	Vancouver, B.C.



BANNER STOVES AND RANGES

THE design and equipment of the **ART BANNER RANGE** are the height of stove perfection. It is an entirely new range of the loose hearth pattern.

It is the nattiest, neatest and cheapest range, when quality is considered, ever offered to the trade.

SPECIAL FEATURES—**Flues** Of a depth that insure quick operation. **Oven** Large, square and well ventilated. **Fire Box**—Large in size and well proportioned. **Grates**—Duplex, for coal, of our latest improved design. **Wood Fixtures**—This range is provided w th a heavy, durable basket wood grate which is unequalled for wood burning requirements and will take 24-inch wood. **Nickel Bands**—Are all removable and of our most approved fo m.

Write for full informati on, because we have the best proposition to offer in the stove line.

DOWN DRAFT FURNACE CO.
LIMITED
GALT, - ONT.

Wright's Spiral Tubular Radiator

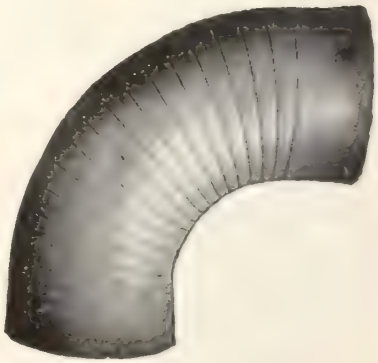
6 or 7 inch collar

Will heat a room as quickly as a gas or coal oil stove at NO EXTRA EXPENSE FOR FUEL



O. H. STOVE PIPE ELBOWS
From 3 to 8 inches. Wired 1 doz. in a bundle. Rivetted at large end.





COOPER'S DUSTLESS STOVE PIPE ELBOWS
6 and 7 inches. Crated 1 doz. in a crate. Will expand or contract to fit any size pipe.

Headquarters for Elbows (all angles), Dampers, Tees, Tapers, Damper Lengths, Thimbles, Plugs, Chimney Caps, Ridge Pipe, Side Roof Pipes, etc.

Scheip's Perfect Patent Pipe (in crates), Rivetted Pipe in sizes from 3 to 7 inches, Galvanized Furnace Pipe and Elbows.

E. T. Wright & Co., Hamilton, Can.
H. G. WRIGHT

Winnipeg Agents—Merrick-Anderson Co., Winnipeg, Man.
Vancouver Agents, Macpherson & Teetzel, Vancouver, B.C.
Toronto Agent—F. B. Wilson, 33 Maitland St., Toronto, Ont.

Let Regina Vacuum Cleaners

Build Up Your Profits

EVERY housewife in the land wants a Vacuum Cleaner because it means cleaning under a carpet as well as on top. The REGINA Cleaner costs very little. It brings a good profit for the dealer.

Move the handle back and forth. The double-pump works continuously. The REGINA is simply constructed, simply operated, but "simply perfect" in its work. The Cleaner is worked with one hand; easily carried around the house. It builds its own sales and brings you customers.

Remember our **Special Dealer's Proposition** for this season. You'll not get it again, but you can get it now by writing us at once. We may withdraw it at any time.

For towns with electric supply, the electric double-pump REGINA VACUUM CLEANER is sure, satisfactory, and excellent. Ask us about this machine, if you want to be first in your town with the best development of the electric cleaner.



DO YOU SELL FENCES?

Get PAGE supplies

We sell quality fence material of superior design. You retail at standard prices and make good money. Dozens of lock-wire roll fences in all heights and weights, poultry fence and netting, ornamental fence.

Also Staples (sharp, well galvanized), Netting Staples, Fence Wire-Locks, Coiled (elastic crimped) Fence Wire, Post-hole Diggers, Fence Anchors, Ready-built Gates, Concrete Reinforcing, PicketHooks, Lawn Fence and Fancy Gates to match. See our Catalogue.

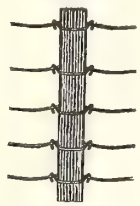
Here's a NEW LINE—**PAGE FARM ENGINES.** This is a little motor on skids or a truck that runs on gasoline, kerosene, alcohol, distillate, etc., without any change or adjustment of parts. Farmers use them for pumping, chores, wood sawing, feed cutting, etc. Two sizes—and they work all the year around at any time. Cost very low, and a good margin on every sale. Be the **Local Dealer** in them. Write today for the engine catalogue and dealer's proposition.

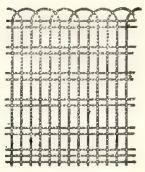
THE PAGE WIRE FENCE COMPANY, Limited

WALKERVILLE, ONT.

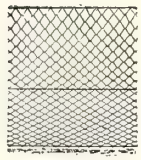
Branches: Toronto, King Street West and Atlantic Avenue.
Montreal: 505-517 Notre Dame Street West.
St. John: 37 Dock Street.


WIRE FENCE LOCK


PICKET OR FENCE HOOKS


ACME WHITE LAWN FENCE

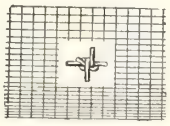

UNIVERSAL POST HOLE DIGGERS


ACME CHICKEN FENCING



HIGH CARBON WIRE REINFORCEMENT


37 VARIETIES OF PAGE FENCE IN WEIGHTS AND MESH TO SUIT ALL NEEDS

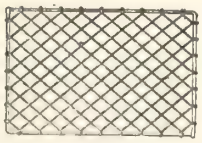

VICTOR POULTRY FENCE

Some Worthy Examples of the Big PAGE Line.

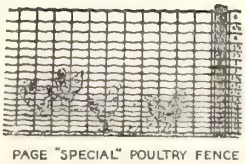

FLOWER BED GUARD


FENCE STAPLES


COILED WIRE


WINDOW GUARDS


PAGE IRON FENCING


PAGE "SPECIAL" POULTRY FENCE


STEEL FLEXIBLE MATS ANY SIZE OR SHAPE

Specialty Manufacturing Co.

Manufacturers of

Oak Stoves

Grimsby - - Canada

SPECIAL OAK



We make a specialty of this one stove in the three popular sizes, numbers 12, 14 and 16, all of which are true to numbers in measurement.
We are in a position to give you the lowest price Oak Stove in Canada, weight and finish being considered.

Write us for prices and full description

SPECIALTY MANUFACTURING CO.
Grimsby, Ontario, Canada



THE "GEM" WASHER

HIGH SPEED FLY WHEEL.
RAPID ACTION DASHER.

For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Ltd.

OTTAWA, - ONTARIO

MADE IN CANADA



STERNE'S STOVE PUTTY

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

ASBESTOS FURNACE CEMENT

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non - Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

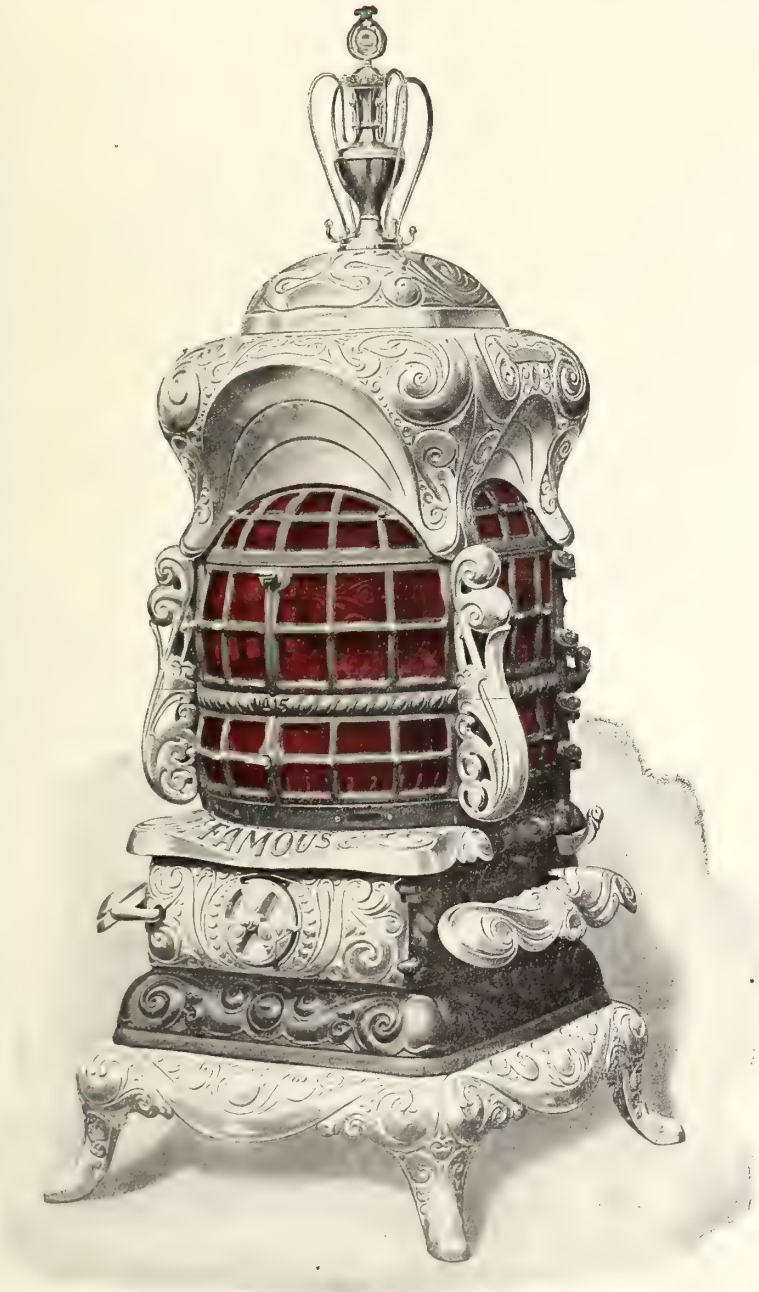
Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples.

G. F. STERNE & SONS
BRANTFORD, - - - ONTARIO

"FAMOUS" BASE BURNERS

No. 300 Series



THE "Famous" Base Burner is favorably known to the trade throughout Canada as a first-class heater.

It is the most modern constructed heater on the market, having extra large flue capacity and radiating surface.

It has the Famous combination Shaking and Duplex Grate and Semi-Steel Fire Pot, which can be removed and replaced through the front door, large ash pan and coal magazine.

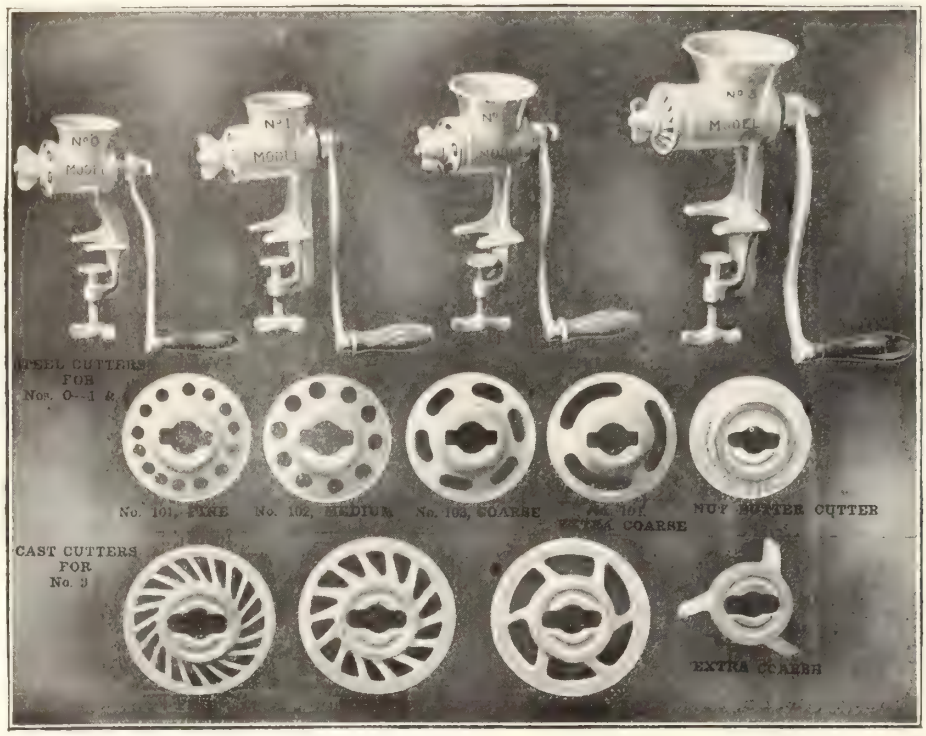
Every Stove is a double heater and the warm air can be conducted to another room.

Made in Three Sizes
One Size with Oven

McCLARY'S

LONDON TORONTO MONTREAL
WINNIPEG VANCOUVER ST. JOHN
HAMILTON CALGARY SASKATOON

MAXWELL FOOD CUTTERS



After months of careful work by our designing and testing departments, we have perfected a line of **Food Cutters** worthy to be offered to the public as **Maxwell's.**

Our long experience in manfacturing house, garden and farm machinery of various kinds, of course, gave us a decided advantage when it came to designing a Food Cutter that would cut or mince to any size, cleanly, qüickly, and with little effort. Our different models, of which we illustrate one, are distinguished by these advantages, as well as by their fine finish and superior quality throughout.

You can sell them with perfect confidence that they will make good, for we have already put them through more severe tests than they are ever likely to meet in use.

David Maxwell & Sons

ST. MARY'S, ONT.



THE EMPIRE OAK.

Two Trade Winners

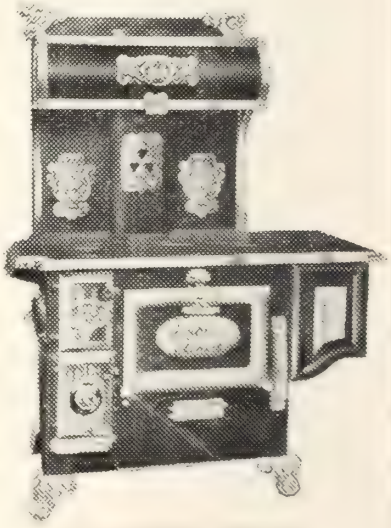
FROM THE

Empire Line

Best Value on the Canadian Market

THE EMPIRE OAK—made in 14 Sizes—Nos. 11, 13, 15, 17. An artistic and strictly high-grade Oak at an attractive price. The body is made of heavily polished sheet steel, mounted with a flange, forming a perfectly tight joint.

Nos. 11 and 13 have single feed door; 15 and 17 double feed doors, with mica in lower, and fitted with Duplex Grates. Will burn coal, coke or wood.



THE EMPIRE CHINOOK.

THE EMPIRE CHINOOK—a serviceable Steel Range. Large firebox, heavy cast linings, Duplex grates, easily removed. Size of oven, 18 inches. Made with high closet, high shelf and in square sizes. Burns coal or wood. Meets the demand for a cheap, serviceable range and we guarantee an excellent worker.

WE SOLICIT YOUR ENQUIRIES.

Canadian Heating and Ventilating Co. Limited

OWEN SOUND, ONTARIO

CHRISTIE BROS. CO., LTD.
1824 Dundas Street, TORONTO

THE ATKINS CO.
VANCOUVER

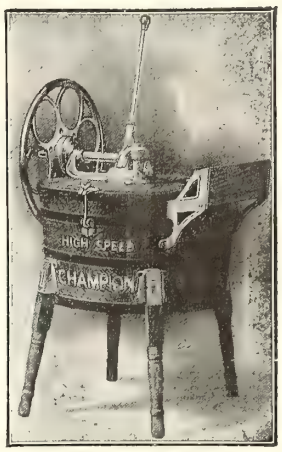
CHRISTIE BROS. CO., LTD.
Park and Henry Streets, WINNIPEG

The Special Features in Maxwell's

Champion High Speed Washer

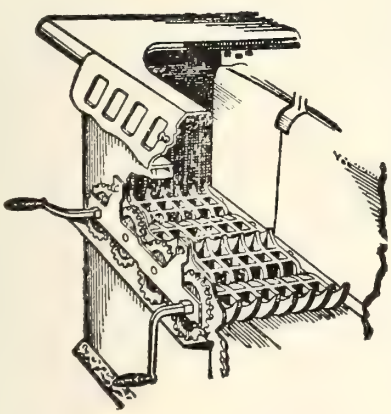
make it a winner against all competition. Made of Red Cypress (the wood that lasts a lifetime), with both crank and top lever drive, heavy balance wheel, and extension wringer attachment allowing practically the whole top to open. The CHAMPION catches the fancy of the woman who sees it for the first time, and wins the warm recommendations of the woman who uses it.

It pays to link up your store with such successes as the CHAMPION.



DAVID MAXWELL & SONS

ST. MARY'S, ONTARIO



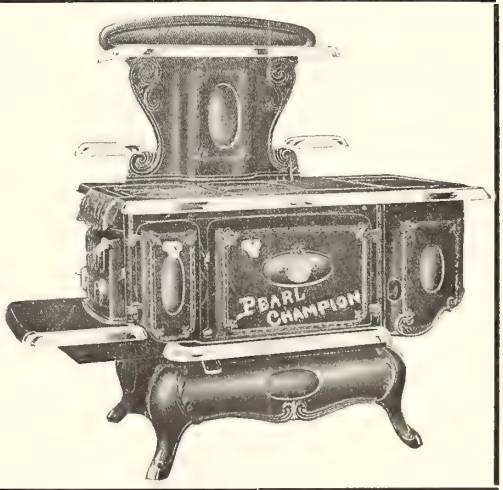
The Champion Grate

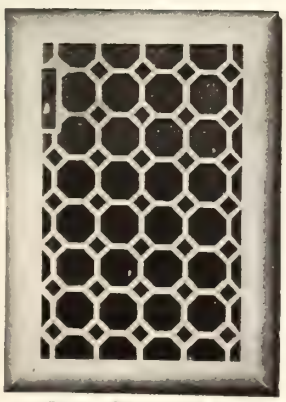
A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.
Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.





Convex Reversible Wafer

All Known Sizes REGISTERS Shapes and Finishes

UNRIVALED SELECTION

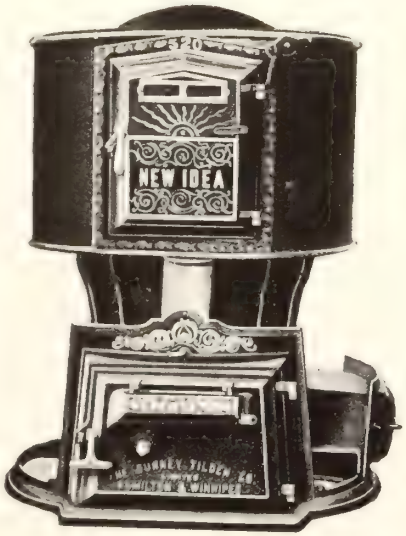
CAST IRON
Floor and Wall Registers
Faces
Borders
Baseboard Registers
Original Design Goods

SEMI-STEEL
Floor and Wall Registers
Convex Reversible Wafers

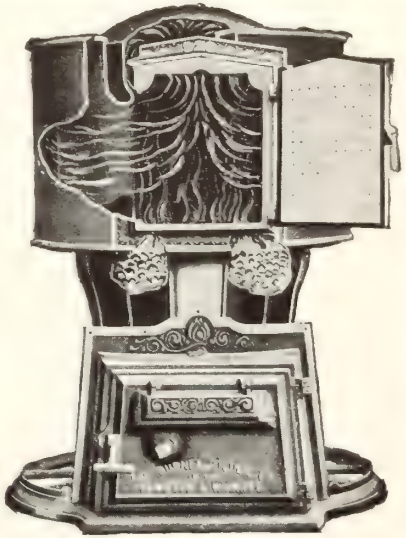
WROUGHT STEEL
Floor and Wall Registers
Faces
Borders
Reversible Wafers
Baseboard Registers

EXTRA HEAVY DISCOUNTS

Canadian Ferrosteel Company, Ltd., Bridgeburg, Ont.



Furnace Satisfaction Will Be Yours If You Install "Souvenir Furnaces"



A guarantee as shown below accompanies every "Souvenir" furnace that leaves our factory

It means that "Souvenir" furnaces are made by skilled workmen from the best of materials.

It means that "Souvenir" furnaces are as near perfection as we can make them.

It means that you take no chances whatever of having dissatisfied customers when installing a "Souvenir" furnace.

It means that every furnace you sell makes a customer for you for life.

It means that your trade will increase very materially as you will be selling a furnace that is widely advertised and which always pleases.

We would be glad to discuss your furnace trade with you perhaps we can give you a few timely suggestions.

Send us a postal for our catalogue and full information of our proposition to live dealers

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

THE ONLY GUARANTEED FURNACE

Series A. No. . . .

Indemnity Guarantee and Warranty Bond

In respect of No. ..... SOUVENIR FURNACE, NEW IDEA SERIES, sold to . . .. by the Agent whose name appears hereon, The Hamilton Stove & Heater Company will, in the event of any defect developing in the firepot of said furnace within five years of date of installation set forth hereon, indemnify the owner of said furnace by supplying free of charge, F.O.B. maker's factory, new firepot. Provided always that the old firepot shall become the property of The Hamilton Stove & Heater Company, and shall be held or shipped as instructed by them, for examination (return transportation charges at Company's expense) and that unless this is done full price shall be paid for new firepot.

This bond does not cover injury to firepot due to burning down or destruction of house or building, or from any cause other than defects in manufacture and breakage due to wear and tear, or the ordinary use of the furnace for heating purposes.

In Witness Whereof the Company have subscribed their signature at Hamilton, Ontario.

The Hamilton Stove & Heater Co., Limited

Countersigned by . . . . . .

Agent for Souvenir furnaces at ....

this ..... day of ..... 19 .....

Manager

Note—This guarantee is not valid unless filled out and signed by the Agent at time of installation.

The Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton - Ontario

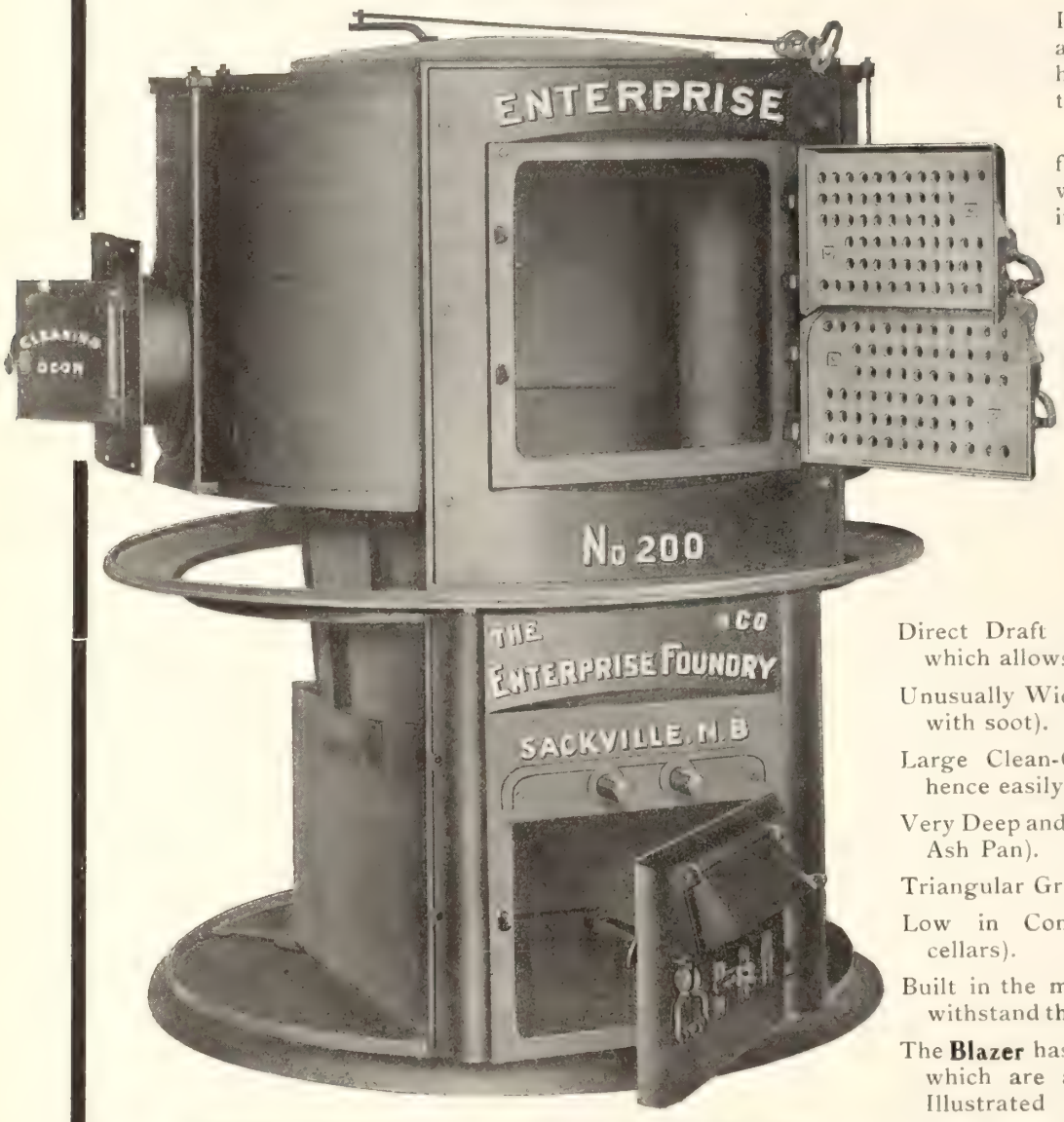
The Stove and Furnace Centre of Canada

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

A COMMON SENSE FURNACE

The merits of which every Canadian Furnace man should carefully investigate.

The Enterprise Blazer



DESIGN REGISTERED. FIRE POT PATENTED 1909.

Is sold from coast to coast and wherever introduced has attracted much attention because of its merit.

Space will not permit a full description, hence we will refer to a few only of its special features.

Patented Fire Pot
Canada, 1909
The greatest improvement and the heaviest Fire Pot made.

Note the Weights:

No. 250—135 lbs.
" 350—175 "
" 450—250 "
" 550—350 "

Direct Draft Damper, with gas vent, which allows the gas to escape.

Unusually Wide Radiator (will not choke with soot).

Large Clean-Out Doors on each side, hence easily cleaned.

Very Deep and Roomy Ash Pit (with large Ash Pan).

Triangular Grate (easily removed).

Low in Construction (good for low cellars).

Built in the most substantial manner to withstand the wear and tear of hard use.

The **Blazer** has many other good features which are all fully explained in our Illustrated Catalogue, which will be sent to any address on application.

Also ask for Book of Testimonials (just out), telling what people in every Province in Canada, who are using the BLAZER, think of it. These opinions will interest you and your customers.

If you are a dealer in Stoves it will pay you well to know about our line of Steel Ranges, Cast Ranges and Heaters. There is no more attractive or more saleable line made and the price is right.

The Enterprise Foundry Co., Sackville, N.B.

REPRESENTED IN WESTERN CANADA BY

Fred. J. C. Cox & Co., - - Winnipeg, Calgary and Edmonton.
W. T. McArthur & Co., - - Vancouver, B.C.
The Enterprise Hardware Co., - Saskatoon, Sask.

Jewel Stoves and Ranges



Royal Jewel Steel Range

The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

Six sizes are made, namely : Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your Leader and you are sure of the best stove trade in your locality.

In addition to the Royal Jewel, we make cheaper Steel ranges to suit all buyers ; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

JEWEL TRADE MARK

The Burrow, Stewart & Milne Co., Ltd.

Head Office and Factory at HAMILTON
Offices also at Montreal, Toronto and Winnipeg

Western Customers please write for information and send orders to our Winnipeg Branch, No. 130 James Avenue

PEASE FURNACE

WE ARE READY TO HELP YOU NOW

If you have a prospect, whose problem is a little out of the ordinary, drop us a post card and we will have one of our travellers go out with you to see this prospect and show the most economical method of installing the system.

Your customers who are contemplating putting in furnaces (or any other Heating System) will soon be making their decisions.

Don't let the other fellows get the orders.

Get in early! Get in right, and stay in!

Manufacturers of

Warm Air Furnaces

Combination Heaters

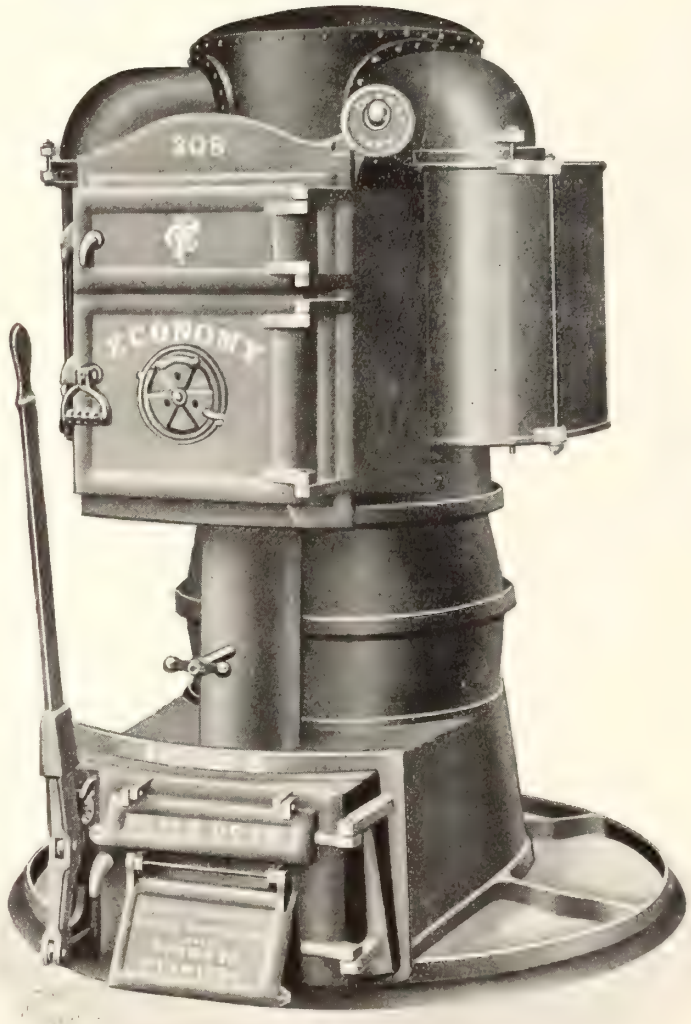
Round and Sectional Boilers for Hot Water and Steam

Registers

Radiators

Ventilating Systems, etc.

We are in a position to quote prices and make prompt shipments of all materials required in the installation of Warm Air, Hot Water and Steam Heating Systems.



REMEMBER WE CAN GIVE YOU PROMPT SHIPMENTS ON GOODS ORDERED NOW.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a TRIBUTE TO HONEST MANUFACTURE.

You make a friend of your customer every time you install a Pease Furnace or Heating System.

Pease Furnaces are constructed from the best materials only.

Economy Furnace—300 Series B.—With Vertical Shaker.

PEASE FURNACES AND HEATING SYSTEMS

MANUFACTURED BY

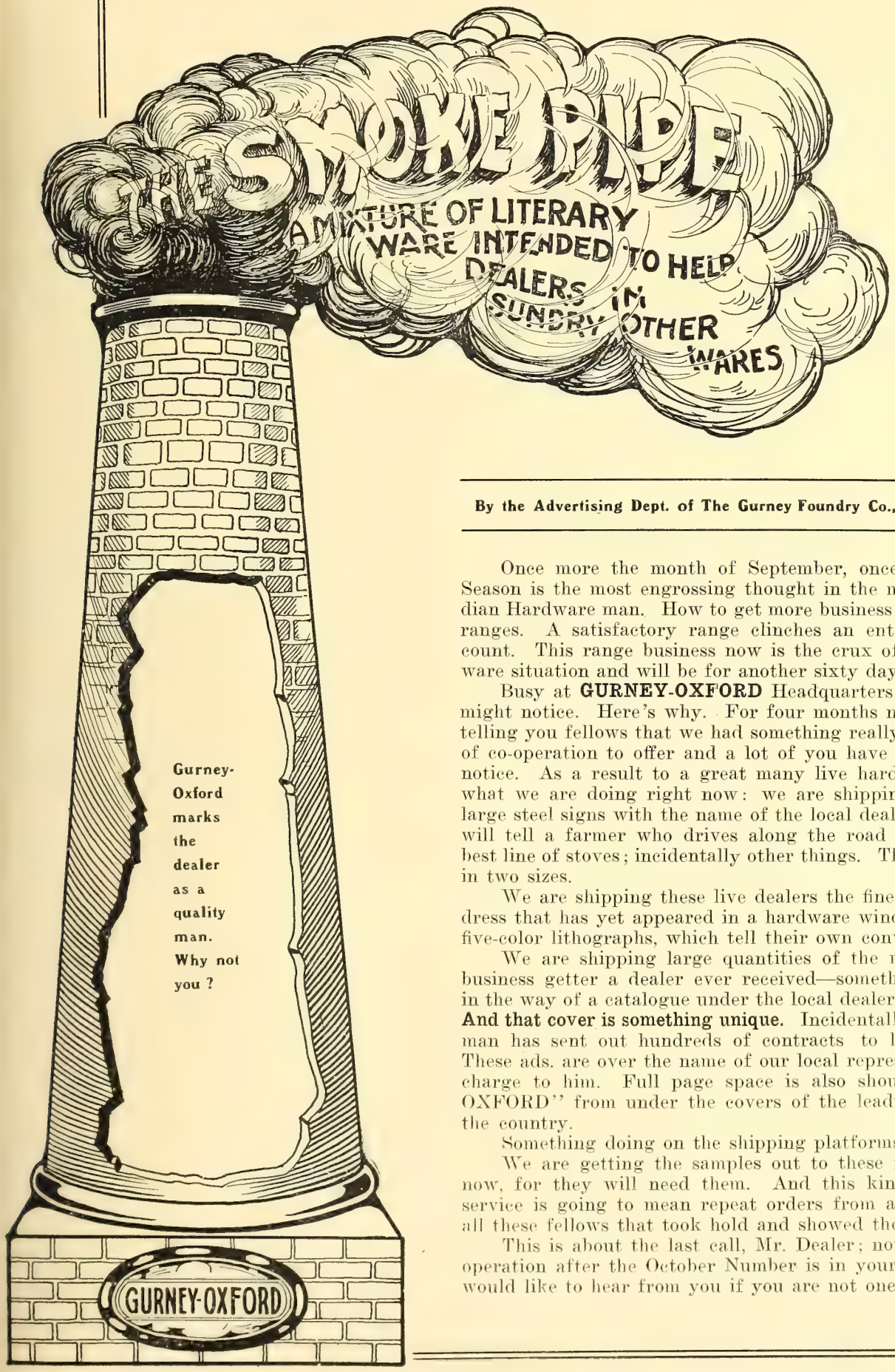
PEASE FOUNDRY COMPANY LIMITED

TORONTO WINNIPEG 58

WESTERN REPRESENTATIVES

PEASE-WALDON CO., LTD.

WINNIPEG



Whiffs Worth Watching

By the Advertising Dept. of The Gurney Foundry Co., Limited, Toronto.

Once more the month of September, once more the Stove Season is the most engrossing thought in the mind of the Canadian Hardware man. How to get more business; how to sell more ranges. A satisfactory range clinches an entire household account. This range business now is the crux of the whole hardware situation and will be for another sixty days.

Busy at **GURNEY-OXFORD** Headquarters? Just what you might notice. Here's why. For four months now we have been telling you fellows that we had something really good in the way of co-operation to offer and a lot of you have sat up and taken notice. As a result to a great many live hardware men this is what we are doing right now: we are shipping a quantity of large steel signs with the name of the local dealer on them. This will tell a farmer who drives along the road where to get the best line of stoves; incidentally other things. These are going out in two sizes.

We are shipping these live dealers the finest line of window dress that has yet appeared in a hardware window. Magnificent five-color lithographs, which tell their own convincing story.

We are shipping large quantities of the most unique little business getter a dealer ever received—something extra special in the way of a catalogue under the local dealer's cover, not ours. **And that cover is something unique.** Incidentally, the advertising man has sent out hundreds of contracts to local newspapers. These ads. are over the name of our local representative, without charge to him. Full page space is also shouting "GURNEY-OXFORD" from under the covers of the leading periodicals of the country.

Something doing on the shipping platforms too.

We are getting the samples out to these men in quantities now, for they will need them. And this kind of co-operative service is going to mean repeat orders from all these fellows—all these fellows that took hold and showed their enterprise.

This is about the last call, Mr. Dealer; not much use in co-operation after the October Number is in your hands. We still would like to hear from you if you are not one of the Elect.



The Hand That Cooks The Dinner

is the hand that rules the world.

In spite of what they say about "cradles", the *stove* is the all-important factor in "home-rule." A

GURNEY-OXFORD

Chancellor

is the best guarantee that the "hand" will keep your home moving in the right direction of economy and health.

Please call and see our line of GURNEY-OXFORD STOVES and RANGES that are built and sold on honor. The Chancellor and Imperial Oxford are equipped with the **Oxford Economizer.** Come and let us show you how this marvellous device saves time and fuel by a single touch of the lever; how it *holds* fire, and directs odors up the chimney.

The **Dividing Oven Strip** guides heat equally all over the oven—a fine baking insurance. The **Reversible Grate** saves time and fuel-waste. These, with other star features make us proud to show the Gurney-Oxford line. Design—finish—workmanship—all these details we want to demonstrate to your entire satisfaction.



B. WIDEAWAKE

GURNEY-OXFORD



THREE COOKS AND THREE REASONS

These three cooks differ widely in ability and experience, but all are agreed that the prime essential in good cooking is the stove on which to cook, and all concede that every stove necessity is met in a

GURNEY-OXFORD RANGE

For no matter how much or how little cooking is done; no matter what the experience given or required, there are certain prime requisites for every kitchen range. Whether the cook be a professional chef or the young bride with only "him" to please, the stove must furnish these three essentials —steadiness and control of heat, even baking facilities, and a grate that gives plenty of air to the fire with a saving of fuel and convenience in handling.

For these three problems —on which all cooks are agreed—the GURNEY-OXFORD RANGE has three answers, three good reasons why.

THE OXFORD ECONOMIZER is a small lever for the steady maintenance of heat, licensed for use only on Gurney-Oxfords. It effects a remarkable saving in fuel as well as labor. Nothing can go up the chimney but smoke and odor.

The Divided Flue Strip distributes the heat evenly, front as well as back of oven, thus securing against failure in baking. There is no better test of practical stove work than this oven control.



Are you always dusting? The Gurney-Oxford Reversible Grate saves dirt and labor; one-half turn and the ashes are out, while the interlocking teeth grind the hardest clinker.

There are plenty of other "reasons" for the advantage of the Gurney-Oxford, as a call on us will convince you. Come in and see our varied line, and we will demonstrate all these features to your entire satisfaction.

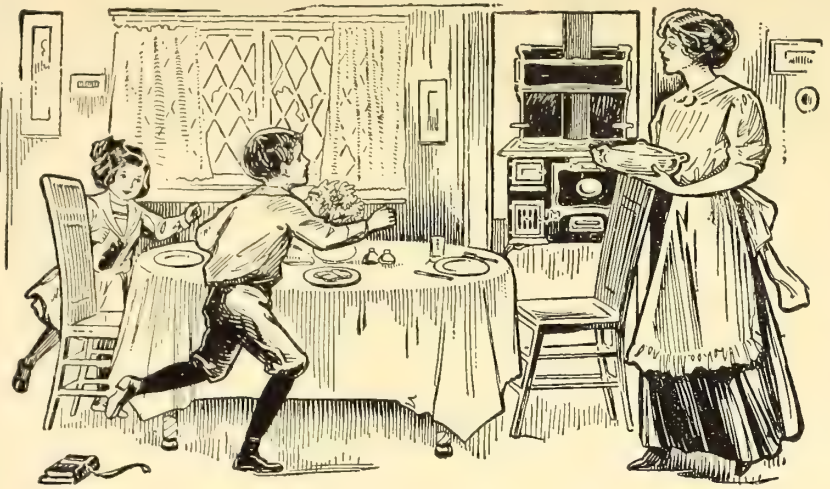
B. WIDEAWAKE

GURNEY-OXFORD

THE SMOKE PIPE

SALES MAKERS FOR YOU

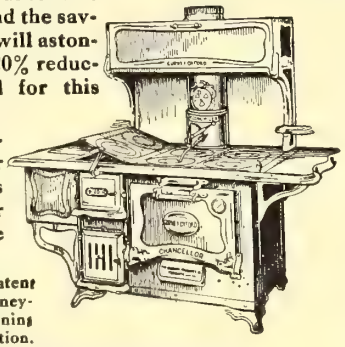
(SAMPLES OF FOUR NEWSPAPER ADS)



A Gurney-Oxford is as prompt as young Appetites

There is no delay; the children never have to wait for meals when you have a Gurney-Oxford in the kitchen. With this range dinner is on the dot. Your fire is absolutely reliable, the heat regulated and controlled by an exclusive device, the wonderful little OXFORD ECONOMIZER. This patent damper enables you to forget the fire until the hour to start dinner. And the saving of coal will astonish you; 20% reduction on your bills is an easy record for this little regulator.

GURNEY-OXFORD



Another advantage is in its splendid oven facilities. No more soggy or over-done baking. The oven heat is controlled and guided equally over front, back and sides by means of the DIVIDED FLUE STRIP.

The Reversible Grate, the Broiler Top, the patent Lift-up Hearth are more reasons for owning a Gurney-Oxford, and to these advantages are added a shining appearance, artistic design and perfect ease of operation.

You are invited to come and see this and others of the Gurney line.

B. WIDEAWAKE



The Envy of her Neighbors

is the woman whose kitchen shines with a handsome, roomy range—whose face beams with the satisfaction afforded by a perfect cooking equipment.

For every woman wants a good stove. Whether she does her own cooking or not, she eats the meals that are prepared on it, and feels a pride in having the best. GURNEY-OXFORD satisfies that pride; justifies the neighbor's envy. Gurney-Oxford stoves and ranges carry every known feature of convenience, economy and control with some new points of excellence that are exclusive.

GURNEY-OXFORD

First of all is the lever that holds. No danger of the fire going out between meals. The Oxford Economizer will hold the heat at a low ebb till you want it; then turn the handle, and your stove is hot in a jiffy. Besides this saving of time and worry it saves in fuel to the actual extent of one ton in six.

THE DIVIDED FLUE STRIP is the envy of all women who bake. It guides the heat equally along sides, back and front of the oven.

Let us demonstrate these and other strong advantages of the Gurney-Oxford line. We have stoves for every purpose, every fuel, and a variety of prices.

B. WIDEAWAKE

THE SMOKE PIPE

GURNEY-OXFORD

GURNEY-OXFORD

THE SMOKE PIPE

"The Complete Gurney-Oxford Line For Mine"

Said one dealer Exhibition week — this after a careful inspection of our heating stoves:

"Look at this baseburner, It's a beautiful thing, and the best of it is that it's so different from my competitor's stuff. Yes, and it looks 'value' from front, sides and back."

TWO LINES OF BASE BURNERS

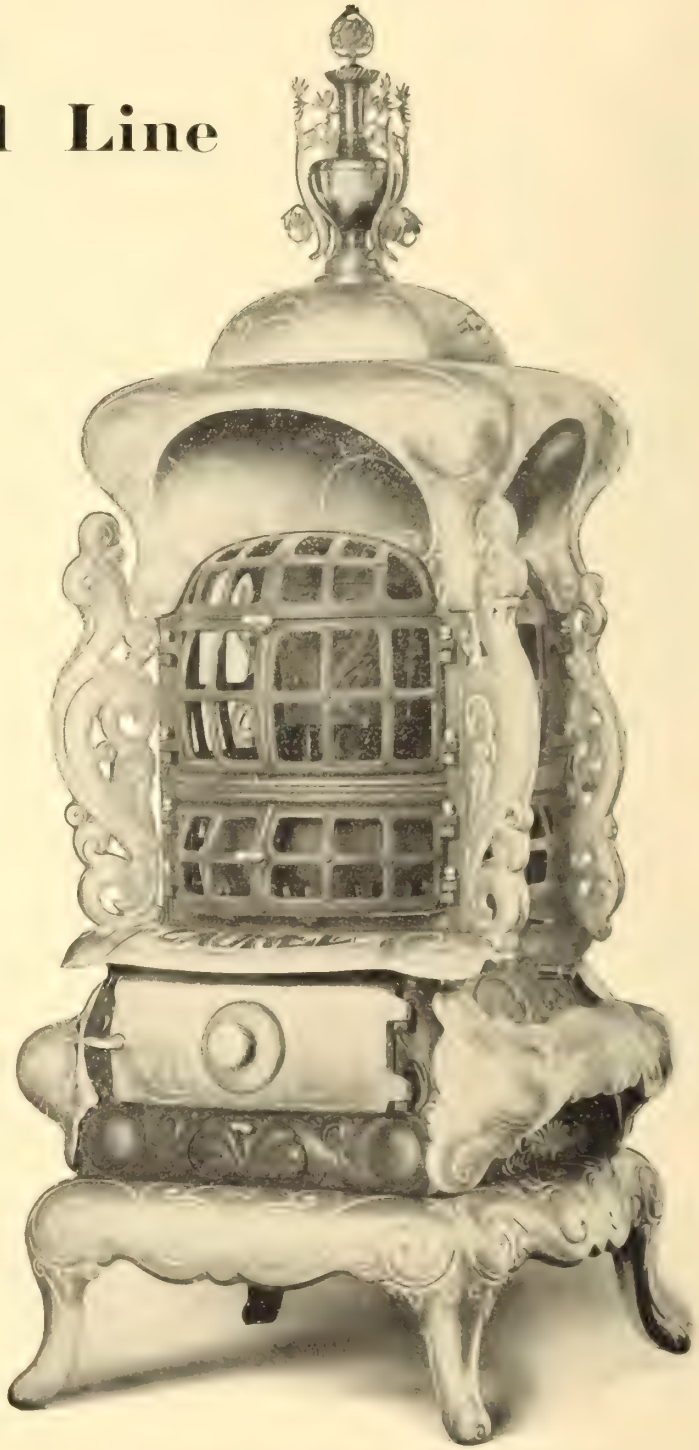
TWO STYLES WITH PARLOR OVENS

THREE LINES OF OAKS—ONE JUST OUT

THE GREATEST ASSORTMENT OF SMALLER HEATING STOVES IN CANADA

All under that oval Gurney-Oxford sign that you know as the best known high grade Canadian brand.

Tell us, "A catalogue, please, and that publicity booklet," mail it to-night.



GURNEY-OXFORD ART LAUREL. 300 SERIES

THE GURNEY FOUNDRY CO., Limited, Toronto

MONTREAL HAMILTON WINNIPEG CALGARY VANCOUVER



Display of Philadelphia-Made-Hardware by Miller Lock Company, North Bros. Mfg. Company, Henry Disston & Sons, Enterprise Mfg. Company, and Fayette R. Plumb Company, Philadelphia.

Hardware and Stove Displays at the Toronto Exhibition

Displays of interest to Hardwaremen increase in interest each year—United States concerns with branch plants in Canada make elaborate displays—Stove and Plumbing firms show many new lines—Paint and Varnish demonstrations popular.

That the Canadian National Exhibition is becoming more and more what its name implies is self-evident. Never in any previous year was it so much so. It has become to all intents and purposes a business man's exhibition. That is the pivotal point on which the spirit of the exhibition turns.

While to some extent it still has its defects, it is a reflex of the industrial life of Canada such as cannot be seen elsewhere.

Even he who runs must have read enough in the exhibits to have been impressed with the development which is taking place in the manufacturing industries of the country. Not only is this noticeable in the extent and variety of the products of the Canadian factories, but in their quality as well.

Canadian manufacturers are yearly becoming more and more possessed with the ambition to excell in quality. This fact must have impressed itself upon many of the visitors at the recent Exhibition. There is undoubtedly a prejudice in the minds of a good many Canadians in regard to the quality of the products of the home factories, but the object lessons which are being given from year to year at the Toronto Exhibition, without even taking into account other factors, must be gradually dissipating it.

But important and all as the Toronto Exhibition is as an epitome of the industrial and business life of the country, the stage has undoubtedly been reached where its capacity is no longer equal to the task of adequately representing the manufacturing interests of the Dominion.

In spite of the increase in the capacity of the buildings and the grounds, there is still a most urgent demand for more. There is not an important department of the Exhibition to which this does not apply. In consequence, there are many manufacturers who have been unable to exhibit the products of their factories at all, while those who have secured space have in many instances been compelled to be satisfied with much less than they required. This has militated against the effective display of some of the exhibits, although many, on the other hand, have not made the best use of the space which was at their disposal. The committee of business men who have the over-seeing of the arrangement of tse exhibits are doing a great deal to correct this by the timely suggestions they make while on their tours of investigation.

That the exhibition is assuming an international character is shown by the exhibits made by several United States manufacturers, many of whom have established branch plants in Canada. In one case, however, that of "Philadelphia-Made-Hardware," only one of the five manufacturers concerned have, as yet, begun manufacturing in Canada.

To the retail merchants of the country the Exhibition is undoubtedly of great value. Within the compass of a few buildings it enables them to see in a few hours a fairly representative variety of manufactured goods, such as would be impossible for them to see in many months under almost any other condition; in many important instances the process of manufacturing is also revealed to them.

But the mere seeing of exhibits is not the only interest there is in the Toronto Exhibition for the retail merchants of the country. There is the men they meet, the new ideas they pick up, and the desirable lines of merchandise they are enabled to secure.

SAMSON GOODS AT THE EXHIBITION.

H. S. Howland, Sons & Co., Limited, wholesale hardware merchants, Toronto, welcomed a large number of their customers who visited Toronto during the Exhibition, at their fine sample rooms on Front Street, opposite the Union Station.

The warehouse, as the many visitors found, is unexcelled for convenience, new and special lines being attractively arranged on display stands and in sample cases in the sample rooms for the inspection of customers. In the warehouse itself the large stock carried was conveniently arranged so as not to interfere unduly with the activities of shipping, which gave evidence of the large amount of business handled

A second headquarters was established this year on the Exhibition grounds, a neat little building being erected midway between the stove building and Machinery Hall, the building being roofed and carpeted with Samson Ready Roofing, while outside a neat fence and gate were erected of the Samson brand of lawn fencing. On the inside advantage was taken of the opportunity to display Samson farm, garden and mechanics' tools, which are meeting with an ever increasing sale, as the merits and good quality of Samson brand hardware becomes better known. Each Samson tool is wrapped in a separate bag, which ensures it being kept in the very best condition until it reaches the consumer's hands. Samson brand saws and axes were displayed along with the farm and garden tools.

That Samson Ready Roofing is meeting with an increasing sale is not to be surprised at, as it is a high grade ready roofing made of the best materials and being sold at a price which enables retailers to compete most successfully with other brands.

Having a sales staff of their own constantly calling on the trade in all parts of the country, H. S. Howland, Sons & Co. are able to keep down the cost of the goods to the retailer, it not being necessary for the manufacturers to maintain an expensive selling force. As a result H. S. Howland, Sons & Co. point out that the margin of profit is most attractive to the retailer.

Samson Lawn Fence makes a good companion article to Samson Ready Roofing and should enjoy a steadily increasing trade, with merchants who have stores in the town and villages, where an attractive and substantial lawn and garden fence is required at a moderate price.

The Exhibition display cannot but be helpful to the customers of the Howland Company in all parts of the Dominion, by making the consuming public more familiar with the Samson brand name.





FINE DISPLAY OF PAINTERS' BRUSHES.

One of the most noticeable displays at this year's Fair was that of the Boeckh Bros. Company, Limited, Toronto, who have recently added a new line to their already large assortment of painters' brushes. They call it the "Steel Grip" line. In this brush, the bristle is set into a steel ferrule by a compressing process. Only the highest grade of bristle is used, thereby ensuring a thoroughly pliable and easy working brush. The pressure of the compressed nickelled ferrules is such as to make it impossible for the bristles to come out. These steel ferrules possess the advantage of strength. They are compressed with tremendous machine force and no nails are used in these brushes. The shape of the handle permits of the easy holding of the brush, the design of which is registered and the process patented. Painters and hardware dealers were much interested in these. The Boeckh Bros. Co. guarantee this brush the best on the market for the very finest work and for every use.

A waxing brush for hardwood floors was also featured. Nowadays, in a great many houses that are being erected, polished hardwood floors are taking the place of carpets and, on this account, this line should be a good seller.

For dealers in fruit growing centres and in towns and cities where codling moth is prevalent, and, in fact, in any place where a good, strong brush is needed, their line of wire brushes is a particularly good one.

Their display of brushes for use around the stable was right up to the mark. The large variety of brushes for the saddlery trade comprises over 100 varieties.

One of the new lines shown was their whalebone dandy brush. This is being featured this year, and is typical of the Boeckh line. It is made of the best quality of whalebone ever produced, the back is of fine quality maple and the brush is guaranteed not to loose the whalebone or get loose

The firm have recently added to their plant equipment, a machine for stamping their well known "Boar's Head" trade mark on their goods, as well as the number and brand.

It is a fact that a whole lot of hardware men do not give the attention to brooms that they should. Many men in the trade may buy a dozen or so, just to have them on hand in case any one asks for them, and, instead of displaying them the same as they do tools and other lines handled, leave them down cellar or away at the back of the store, where they are never seen. It is an old saying that "Goods well displayed are half sold" and, if a couple of good lines of brooms were purchased and displayed where they could be seen, a good trade could be worked up.

Boeckh Bros. have several lines of the best corn brooms on the market and can supply the trade with any quantity of any line at any time. They manufacture a line that is made specially for curlers. They do not advise a dealer stocking this line, but advocate that he canvass the clubs in his town for orders and then purchase from the manufacturer accordingly.

For dealers who handle automobile supplies, the firm has introduced a new line of automobile brush for cleaning spokes, wheels, etc. These should have a big sale in hardware stores, for every owner of a car is a possible purchaser of this specialty.

MORRISON'S BRASS AND LIGHTING GOODS.

As in the past two years, the James Morrison Brass Mfg. Co., Limited, Toronto, occupied their booth in the Industrial Building, midway between the Stove and Process sections.

Lighting fixtures were again featured, though there was a good supply of the higher grades of plumbers' supplies and engineers' brass goods. This firm is at the top of the ladder for supplying plumbing fixtures for durability, and hardware men and plumbers who visited the exhibit were well pleased and much impressed with the extensive and well-arranged line this firm is carrying. The display of their new "Victorian" lavatories was particularly good, and the way orders were placed during the two weeks of the Fair, shows the confidence the trade has in "J. M. T." brand goods. A number of types were arranged along the wall, with beveled plate glass mirrors, shelves and bathroom fittings artistically fitted above. Their new line of "Victorian" Vitreous-China lavatories and closet tanks was particularly well received.

A large silent salesman in the foreground contained many samples of J. M. T. grade plumbers' brass goods, in both brass and nickel finishes, including radiator valves, fuller and patent cushion-disc compression work, bath fittings and other articles essential to the plumbing trade. A special feature was a double fuller bath cock of colonial design which, however, has not, as yet, been introduced to many in the trade.

The display of lighting fixtures was away ahead of other years, and the arrangement in the booth was superb. Several new designs were shown, the most striking of which was a large assembly hall light in hammered brass. This took the form of a cast brass winged dragon, clasping in its claws a brass rod, from which were suspended three rustic lantern globes of unique design in colored glass. The whole light was suspended from the ceiling by a heavy brass chain.

Another new design was a large cylindrical prism dining room light. This was composed of long, hollow glass tubes, 36 inches in length, with a smaller light, of similar design, suspended from each of the four corners. An excellent light for a dark finished dining room or den was one in red colored glass, on which a cobweb effect pattern was worked.

Besides these new features, hanging from the ceiling and arranged on tables and desks were various handsome designs of wall brackets, for halls, dining rooms and drawing rooms; decorative globes for exterior use and a most attractive display of table lamps.

In engineers' and marine brass work, the display was complete and showed up well. Their line is guaranteed the best, and each article bears the celebrated "J. M. T." brand trade mark, known everywhere in Canada because of its high quality. Their goods can be taken up with every confidence by the hardware men who have a trade with factories or with boat owners in any of the lake port towns or cities in the Dominion.





NEW ELECTRIC IRON DEMONSTRATION.

The Dover Mfg. Co., Canal Dover, Ohio, known to the hardware trade throughout Canada as the manufacturers of Asbestos Sad Irons, conducted a demonstration of their irons in the Manufacturers' Annex under the Grand Stand, the display being in charge of A. S. Howe, who has been in charge of the Asbestos Sad Iron exhibit at several Retail Hardware Conventions in Ontario. The booth was arranged in very attractive form, the chief feature being the demonstration of the Company's new "Asbesto" Automatic heat controlled electric sad iron, which after a year of thorough test and experiment has been placed on the market.

The "Asbesto" Electric Iron was connected to a socket on an electric wire above the booth, and although the current was constantly fluctuating the iron was kept at stationary heat, the variation not being more than ten degrees, this being proven to visitors to the booth by a simple device, the adjustment of an electric bulk to the same socket as connected the iron to the current automatically switched the current on and off, the light showing when the current was going into the iron, and likewise by going out indicated when the current was turned off.

By turning on the current the iron will quickly heat up to 200 degrees. This temperature is too low for ordinary ironing, with exception of very light or dry goods. Consequently the temperature is raised by means of the heat insulator screw at the rear.

The usual temperature used in ordinary ironing is approximately 450 degrees. There is, however, sufficient leeway in the adjusting screw to raise the temperature 600 degrees for heavy and damp ironing.

The "Asbesto" iron will operate in voltages from 100 to 125 volts, either A. C. or D. C., the iron being attached in the ordinary way by screw adjustment plug into a suitable socket or receptacle. By means of the automatic controlling device the electric current is shut off at the desired temperature, and no electricity is wasted because the heat does not rise above the work temperature the danger of fire is thus practically eliminated.

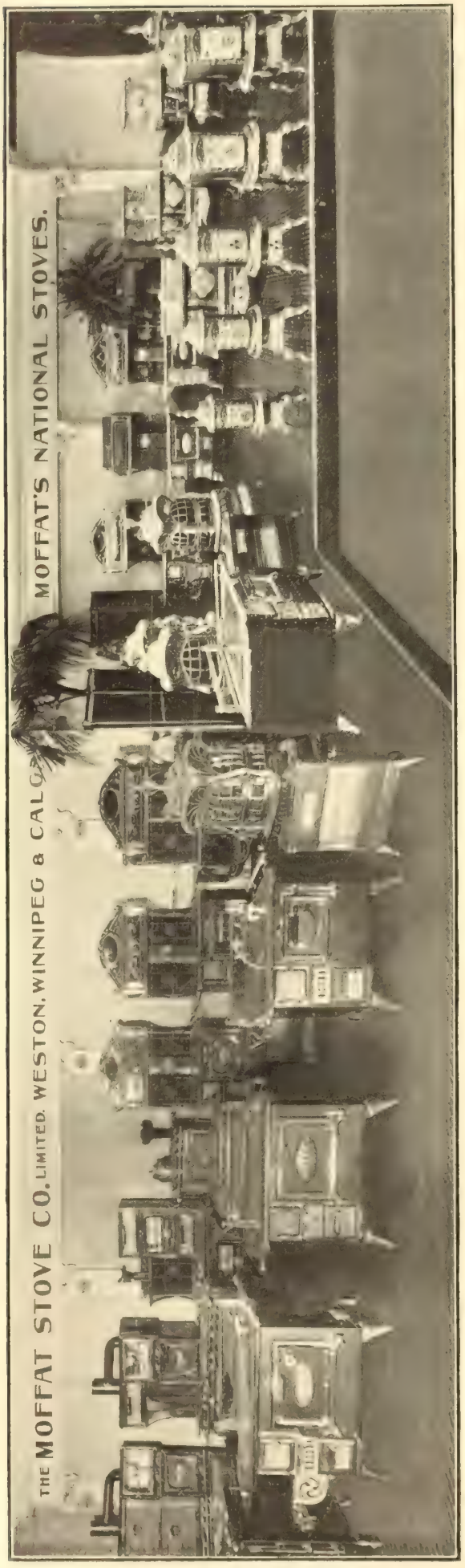
The base of the iron is of solid steel into which a coiled spring is placed, and over which moulten porcelain is poured, this insuring an even distribution of heat over the complete ironing surface, and making the iron so strong that nothing but an exceptionally hard blow could cause a breakage. This is one great advantage that the "Asbesto" has over other electric irons.

While the first cost is slightly higher than some other irons on the market, the user of the "Asbesto" is practically insured against having any repair bill to pay.

In addition to the "Asbesto" electric iron quite a display was made of Asbestos Sad Irons, the object of the display being to interest as large a number of consumers as possible, and thus assist the retail trade in securing additional business on this line of goods.

Asbestos sad irons are made for every use, and being a price maintained specialty, hardware men can make a fair profit for themselves by encouraging the sale of special laundry sets, sleeve, flounce and tourist irons, which are put up in cartons by the manufacturers.

Retailers who have already stocked Asbestos sad irons are urged to get prices and particulars regarding the new "Asbesto" electric iron as the tendency today is toward the use of electric labor saving devices wherever they can be used to advantage.



MOFFAT'S EXTENSIVE STOVE DISPLAY.

The Moffat Stove Co., Weston, Ont., again showed a magnificent display of their National Stoves and Ranges for coal, wood and gas, in the well-known location they have occupied for many years, immediately to the right of entrance to the stove building. Mr. T. L. Moffat was in charge and gave personal attention to the display during the entire exhibition.

The most important features of the Moffat exhibit this year were the new Canada gas ranges, Nos. 57 and 58, these being claimed to be the most powerful and economical gas ranges on the market. No. 58 has a large warming closet under the cooking surface, with broiling and baking ovens on one side, with a glass door on the baking oven, enabling the house wife to see the articles in the oven as they are browning, this making it possible to turn off the heat and save the gas. No. 57 is slightly different in construction, the warming closet being located under the canopy near the cooking burners, both ranges being very compact in size, measuring 42 inches in width over all.

In addition to the new ranges referred to the older lines of Canada gas ranges, including last year's No. 56; No. 50, with the coal or wood fire box adjustment for heating kitchen and water front; Nos. 51 and 52, with high baking oven, specially designed for kitchens where space is limited; the Nelson single and double oven gas ranges; the No. 55 for burning natural gas; No. 54, with baking and broiling ovens to the side of the cooking burners and large shelf underneath, and the Moffat gas water heater in sizes one, two and three, made up a very complete line of gas stoves and ranges.

In steel ranges the Canada B. range, with a glass door, which makes it more popular than ever, was again displayed. The Canada B. continues to be the leader in steel ranges, and with the improvements made this year it is bound to win even greater favor during the coming season. It is a most beautiful range in design and finish, and as a range to push amongst those who are looking for quality rather than cheapness, every Moffat agent has found it to be a trade builder.

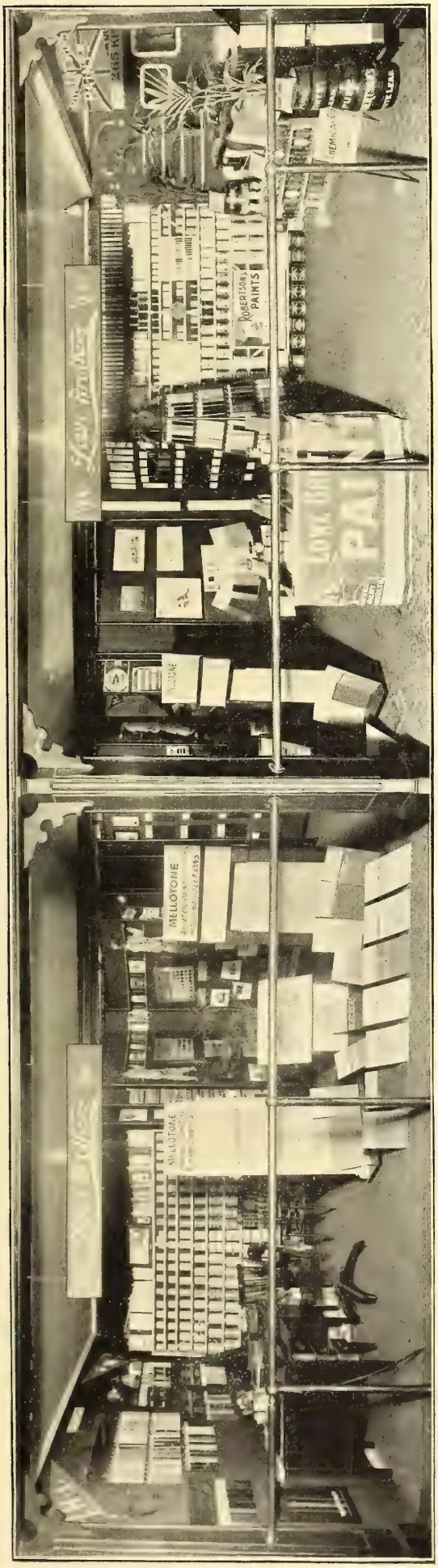
The Nelson A and Nelson B steel ranges were also featured in the exhibit, they continuing to be large sellers because of the reasonable price asked for these particularly attractive and serviceable ranges. During the past year the Nelson B. has won a name for itself as a line to feature in competition with mail order house ranges.

A new line shown this year was the new Moffat Oak, an attractive heater finished in superior nickel, with simple finish and no carving to catch dust. It has a straight fire pot, with or without the return flue on the back.

The Moffat Company also make a cheap line of Oaks known as the Derby, in 11, 13, 15, 17 inch sizes. They also manufacture an attractive line of base burners, known as the Magic, intended to be retailed at moderate prices, while containing all the features of higher priced lines.

The Moffat Company are specialists on heating and cooking stoves and ranges, they concentrating their foundry solely on these, without going into the manufacture of furnaces or other lines. In consequence, they are able to give their retail customers the very best lines of ranges for the kitchen, and stoves for house warming.

With the enlargement of their plant this year they are also able to supply customers with greater ease than ever before, although their fast growing trade in



Western Canada is taking an increasing share of their foundry's output. Retailers who are open to add another line of ranges or stoves to their stock, are urged to secure catalogue of the Moffat line before making any decision regarding the extension of their line.

LOWE BROS.' HIGH STANDARD PAINTS.

Unique and educational was the display of paints, varnishes and enamels made by Lowe Bros., Limited, Toronto and Dayton, Ohio, in the Industrial Building, immediately adjoining the plumbing goods exhibit of the James Robertson Company, Toronto, from whom Lowe Bros. have taken over the long established paint department of their business.

No display of paints made in recent years attracted so much attention as the exhibit made by Lowe Bros., this being proven by the large numbers of interested merchants and master painters who visited and revisited the booth.

To merchants, the wide range of advertising helps was probably of greatest interest, although merchants were equally concerned with master painters in the demonstration made by the expert painter present, which proved to those who have a knowledge of paint materials that the claims made for Lowe Bros. products as being the highest standard on the market, can be substantiated by any who will take the trouble to test the paints for themselves.

To the general public the question of paint is generally a matter of pretty colors, little attention being paid to the scientific nature of the materials. Heretofore paint has been bought and sold mostly on the basis of color and price, while the most important features—quality and service—have been neglected.

With a view to educating the public to the necessary qualities of durability and service, and to the proper methods of application, Lowe Bros. had their expert present to demonstrate the advantages of paint manufactured with the idea of rendering good service in color permanency, weather resisting qualities and covering power as points of first consideration, the matter of price being a secondary matter.

An important feature of the display was the large panels on which "Mellotone" new flat oil finish was shown to demonstrate the exceedingly artistic effects which can be obtained by the use of "Mellotone" for interior decorations of fine residences as a wall decoration of refinement.

"Make the best goods we know how, and then supply the dealer with the most resultful selling helps, which we have been able to devise after our many years of experience," is the motto which Lowe Bros. follow in producing and marketing their goods, and the variegated display of advertising helps shown on panels in the rear of the display was sufficient evidence to merchants who visited the booth that Lowe Bros. live up to their motto, not only in the manufacture of High Standard paints, but in the assistance given their retail customers in placing them in the hands of customers.

Numerous merchants interested by the demonstration and display of paints in the foreground of the display, made enquiries regarding the methods of advertising, and were invited to inspect the score or more of swinging panels containing samples of window trims, indoor and outdoor signs, booklets, color cards, panels, post cards, etc., which are supplied to retail customers of the company by Lowe Bros.

For the encouragement of sales Lowe Bros. have prepared for distribution to the general public by their local representatives many tastily designed booklets complete in themselves, giving interior and exterior views in color, with suggestions regarding lawn and landscape gardening as applied to the beautifying of home surroundings. One of the most interesting of these is booklet on "Color Harmony," describing and illustrating in detail the exceedingly artistic wall finishes which can be obtained by "Mellotone."

Lowe Bros. equip each retail customer who carries a stock of their products with a supply of color panels, window trims, signs, booklets and other printed matter, giving these advertising helps in such quantities as retailers desire, in order that they may be distributed amongst intending paint users in order to encourage people to buy paints, and when doing so to specify "High Standard" paints and "Mellotone" finishes.

It isn't necessary to make reckless claims about Lowe Bros. paints—the goods speak for themselves, and the half century which has passed since their manufacturing industry was established in 1862, has enabled them to pass far beyond the experimental stage into the era of ripe experience. Consequently they know what they are doing when they manufacture a high class paint and back their goods up with high class advertising matter to enable their local agents to secure the highest class of paint trade in their respective localities.

The assistance Lowe Bros. give retailers will undoubtedly be appreciated by Canadian hardware men who find paints one of their most attractive lines, and there is not much question about them jumping into the very front ranks amongst Canadian paint manufacturers during the coming year. They have the advantage of the long connection established by James Robertson Company with hardware men and painters in all parts of Canada, and with their fine new factory on Sorauren Ave., Toronto, where they will make the lines formerly manufactured by the James Robertson Co., as well as the paint products which have won such a good name and trade for Lowe Bros. in the United States, are equipped not only to produce the very highest grade of materials, but also to produce them in such quantities as the fast growing trade in Canada calls for.

ADDITIONS TO THE "EMPIRE" LINE.

At the exhibit of The Canadian Heating and Ventilating Company, Owen Sound, their "Empire Queen" steel range was featured. The make-up of the exhibit was plain and simple and showed the firm's goods to the best advantage.

The "Empire Queen" range is a very strong one. It is simple and plain in design, with just enough nickel to make it an attractive line and a thing of beauty in any kitchen. The special feature about this stove is in the construction of the draft.

The "Empire Steel" range was shown last year, but several new features have been added. One of these is the tile high closet, adding much to the general appearance of the range. They have also added a new thermometer and name plate. It is also built now so that it will burn either coal or wood.

In the "Empire Chinook" 1911 models, a tile high closet is used, giving the range a very attractive appearance. Another feature about this line is that it is the only cheap steel range on the market in which the grates can be removed for repairs without disconnecting the water front or linings.

The "Joy Malleable" has an established reputation in Western Canada as one of the most high class ranges on the market. It is designed especially for theW estern market, and finds a ready sale there.

A new range shown for the first time was the "Empire State." This is a steel range of moderate price, designed specially to meet mail order competition.

The "Empire Oak" and "Empire Quebec" heaters were again shown. These are now made in four sizes each and are two very excellent lines. The "Oaks" are fitted with duplex grate and removable feeders.

In the furnace line, the "Empire King" was again shown, along with a most complex line of registers, comprising side wall and floor, finished in black, oxydized and nickel in an attractive Moorish design. The company also showed their new Empire design of side wall registers, ranging in size from 8 x 10 in. to 10 x 13 inches, in various finishes,





PEASE COMBINATION HEATING SYSTEMS.

The Pease Foundry Co., Limited, Toronto, had their exhibit this year in the same stand they have occupied for the last 10 or 12 years. This year, no hot water or steam boilers or radiators were shown, the exhibit being confined to warm air furnaces, combination heaters, wood burning furnaces and their patent steam heater and ventilator for schools and public buildings. A complete line, from the smallest warm air furnace up to one that will heat the largest building, was shown.

The "Economy" combination heater attracted a lot of attention. The heating of a house is one of the big problems a contractor has to deal with, and difficulty is often experienced in supplying heat to rooms at the extremes of the building. The combination heater is the solution of this problem. It can be installed in any furnace.

This system consists of cast iron rings placed immediately above the fire pot and in the combustion chamber. These rings are hollow and the water passing through them becomes heated and is then conducted to radiators in rooms, which cannot be easily reached with warm air.

Contractors in Toronto and elsewhere are featuring combination heating, and in all cases it is giving entire satisfaction. This is the day of specialization. A man has to buld up his business reputation, and the only sure way to do this is by handling some special article that no hardware man in your town is agent for. If there is no tinsmith or hardware man in your locality handling combination heating, write to the Pease Foundry Co. for literature, and investigate the matter thoroughly.

The "Economy" furnace, for burning hard coal, soft coal or wood, came in for a lot of commendation frm people living in the cuntry. Where there is plenty of wood and very little coal, this is the right thing. Up in the north country, the demand for these is very large.

The supply of a certain amount of heat to the body is fundamental to human life and, in our climate, next to a supply of food and drink, some means of securing heat is an absolute necessity for the maintenance of existence.

The lack of efficient means of warming a school or public building properly and, at the same time, supplying large quantities of pure, fresh air, at a minimum fuel cost, has been a problem. That no building can be properly heated, in a sanitary sense, unless it is properly ventilated, is no longer a matter for dispute. It has been proved beyond doubt that pure air is as necessary to health as pure food. Science has shown that impure air is as certain a poison as any, though, fortunately, slower in its action than most.

The Pease Co., have been engaged in solving heating and ventilating problems in Canada for a great many years, and now claim to have evolved a system for warming and ventilating public buildings of all kinds, which will operate at the lowest possible fuel cost and will give results in the way of satisfaction which are unequalled by any other system.

During the past seven years the Pease Steam Heater and Ventilator has been installed in over 200 schools in Canada and, in every case, has given absolute satisfaction. Testimonials from school boards, together with a report from Prof. Wright of the School of Practical Science, shows that the apparatus is in a class by itself where heating and ventilating at small cost is wanted.

The Pease Warm Air Furnace, with its new grate, by means of which the operator does not have to stoop when shaking, does away with all backaches. The construction of the furnace, with its large open air spaces, insures a large supply of moderately warmed air, rather than a small supply of hot, burned air. The weight of the furnace insures long life, being one of the heaviest on the market. Many furnaces that have been in use for the past 20 years are still giving satisfaction.

NEW QUEBEC HEATERS INTRODUCED.

The Hall Zryd Foundry Co., Grimsby, Ont., manufacturers of stoves, ranges and furnaces, exhibited again in their well located stand in the centre of the Stove Building, and showed substantially the same line of goods as were exhibited last year, including several new features and improvements, which make their furnaces, ranges and heaters thoroughly up-to-date.

The chief line featured was the "Pilot Dreadnought," a cast range with a square steel oven, duplex double shaker, draw-out grate, cast iron linings, large, roomy ash pit, large pouch feed door, swing grate door, and powerful water front. This range is built on attractive lines, with simple decorations and highly polished nickel trimmings. The line is made in two sizes and six styles, and embodies every merit of a high class range. It will burn either coal or wood and is interchangeable in ten seconds. It is thoroughly tested and makes every chimney work.

Their line of "Pilot Pillar," "Pilot Peary," "Pilot Western" and "Pilot Brilliant," also was shown, and attracted considerable attention. These ranges are built along similar lines only the "Pilot Peary" is without hearth, and is built more for city trade, where kitchen space is limited.

This year the company showed models of two new Quebec heaters, one having two holes on the top and the other only one. These stoves have a nickel-plated base and rest on nickel-plated feet. They also have an N. P. steel ash tray. This is a specially good thing, as they are the only Quebec heaters on the Canadian market this year that have this feature. This overcomes the difficulty of removing ashes, usually experienced in other makes of these heaters. Ashes can be removed without dirtying the floor in the least. Then, again, with the stove standing on legs, the floor underneath can be swept without removing the stove. This new stove has a double casting at the clean-out door, thus overcoming the old nuisance of clinkers falling on the floor or on the stand. This line is a very attractive one, and the appearance of the stove alone should sell it.

In furnaces, the "Pilot Success" was again featured. This is a high class warm air furnace and is having a good sale all over Canada. Economy in the use of fuel has been the first object in the designing and construction of the "Pilot Success." This furnace gives twice the fire travel of other makes, the radiator being divided by a baffle plate, thus the smoke enters at the back, divides and circles to the front, then down and returns to the back, where it enters into the smoke pipe. The dome that fits over the fire pot is large and roomy, giving proper combustion of gases. Other special features are the air blast tube, which supplies the heated oxygen into the combustion chamber, thus using the gases that would otherwise escape; the direct draft damper, extra large ash pit, four bar triangular grate, extra heavy fire pot, the dust pipe, which connects the ash pit with the feed chute in such a manner as to draw the dust up into the dome and out into the smoke pipe, and the hot water attachment.

Plans have been formulated which will, during the coming year, make a big change in the company. The large plant of the Parkin Elevator Co. and the Dominion Heating and Ventilating Co., at Hespeler, Ont., having been purchased this Fall, the foundry at Grimsby, which was located on a site which prevented the enlargement of the plant, will be closed and the equipment moved to Hespeler.





THE "SUPREME" FUEL SAVER.

One of the most noticeable and tasty displays in the Stove Building was that of the Supreme Heating Co., Welland, Ont. This is the third year this firm has exhibited at Toronto and, as usual, introduced several new lines. The "Supreme" makers claim that their method is the most up-to-date in America.

This year a new "Supreme" front draft was featured. This range is made of cast or steel, and has an 18 and 20 inch oven. In all other makes of stoves, the heat circulates down the back and up the front, while in the new "Supreme," things are just the reverse—the heat going down the front and up the back. and is regulated by a control damper.

The air is carried in through slots on either side of the range, between the coal lining and the division back. This air becomes super-heated and goes down between the fire back and the oven, and comes up through the grate, thus forming a combustion on top of the fire and burning all gases. This creates a very intense heat. A kettle can be boiled or an article fried in much less time than in the back-draft type.

While this stove is very economical where hard coal is burned, it is doubly so when soft coal or wood is used. These latter make more gas than does hard coal, and with this new system, these gases that otherwise go to waste in the form of smoke, are all used to good advantage. When the super-heated air comes up through the grate, it ignites the monoxide gas from the wood. The blending of the air and the gas burns up the smoke. The lid on the range can be lifted, and no smoke can be seen. The burning of this waste means a great saving in fuel.

The oven in this range can be heated more economically, in less time and hotter than in other makes, because, as stated above, in the old style, the heat is carried over the top and down through the reservoir, or back of the range. Consequently, the heat is cooled before it gets to the underneath part of the oven, where it is most required. In the front draft range, the heat is carried down immediately behind the firebox and in front of the oven, and passes under the oven and up through the reservoir. This method equalizes the heat in the oven more perfectly, and a pan of biscuits or bread does not have to be turned to prevent burning on either side.

It is impossible to thoroughly describe the saving qualities of this stove unless it is put up and given an actual demonstration, which will gladly be done in any store or house in Ontario. If not satisfactory, the range will be taken back.

The main reason why dealers should handle the "Supreme" line is on account of their saving qualities. The firm furnishes a written guarantee that their stoves will save 50 per cent. of the fuel bill. This guarantee is also printed on all their letter heads. When a dealer has to back him up and can prove to a householder that he can cut his fuel bill in two, it is an easy matter to get $10 more for the stove than for the ordinary back draft range. Another reason is that the "Supreme" people are the only makers of this class of range in Canada. Consequently there is no competition from other makers. In selling the ordinary make of range in Canada, it is only a question of which dealer can give the lowest price. The customer knows they all work alike and, naturally, want the lowest prices he can secure.

In the 18 in. oven "Supreme," the body is just as large as in a 20 in. oven of ordinary make. This gives a larger cooking surface and a larger heating surface as well.

A full line of all their other makes was shown, including "Modern Renown," a back draft stove of high grade; "Star Herald," another back draft stove, but at a cheaper price, and their "Supreme" gas range. This gas range will consume either natural or artificial gas and is equal to any American make. The firm can supply dealers with a complete line of ranges of all descriptions.

The exhibit was in charge of James Hickey, managing director, W. Hallarn, salesman in Eastern and Southern Ontario, and R. MacKeen, salesman in Western and Northern Ontario.

B.O.T. WATER CLOSETS.

Located in amongst the exhibits of gas and coal ranges, hot air furnaces and hot water boilers, where the practical men of the hardware and plumbing trades are wont to spend as much time as possible in picking up as much practical information regarding the latest innovations in equipment for their line of trade, the B.O.T. Manufacturing Company, Toronto, had a most attractive display of their popular line of water closets.

Introduced on the Canadian market only a year ago the "B.O.T." caught on with the trade at once, and has been specified on hundreds of plumbing jobs in Toronto and other Canadian cities during the past summer. Hardware men and plumbers in the smaller places are also realizing the good features of the "B.O.T.," and it is ensured of an increasing demand as the special features of its construction are understood.

The B.O.T. is one of the most up-to-date combinations on the market, having a great many new and exclusive features, such as patented, non clogging bowl, and a fool proof lever. The trap, instead of being a long, winding, contracted affair, has a straight expanded down leg, making clogging impossible. The bowl has an extremely strong syphonic action, a 3 inch seal and large water area. The B. O. T. reverse trap is pronounced by all who have seen it as a great advance over syphon jet and wash down bowls.

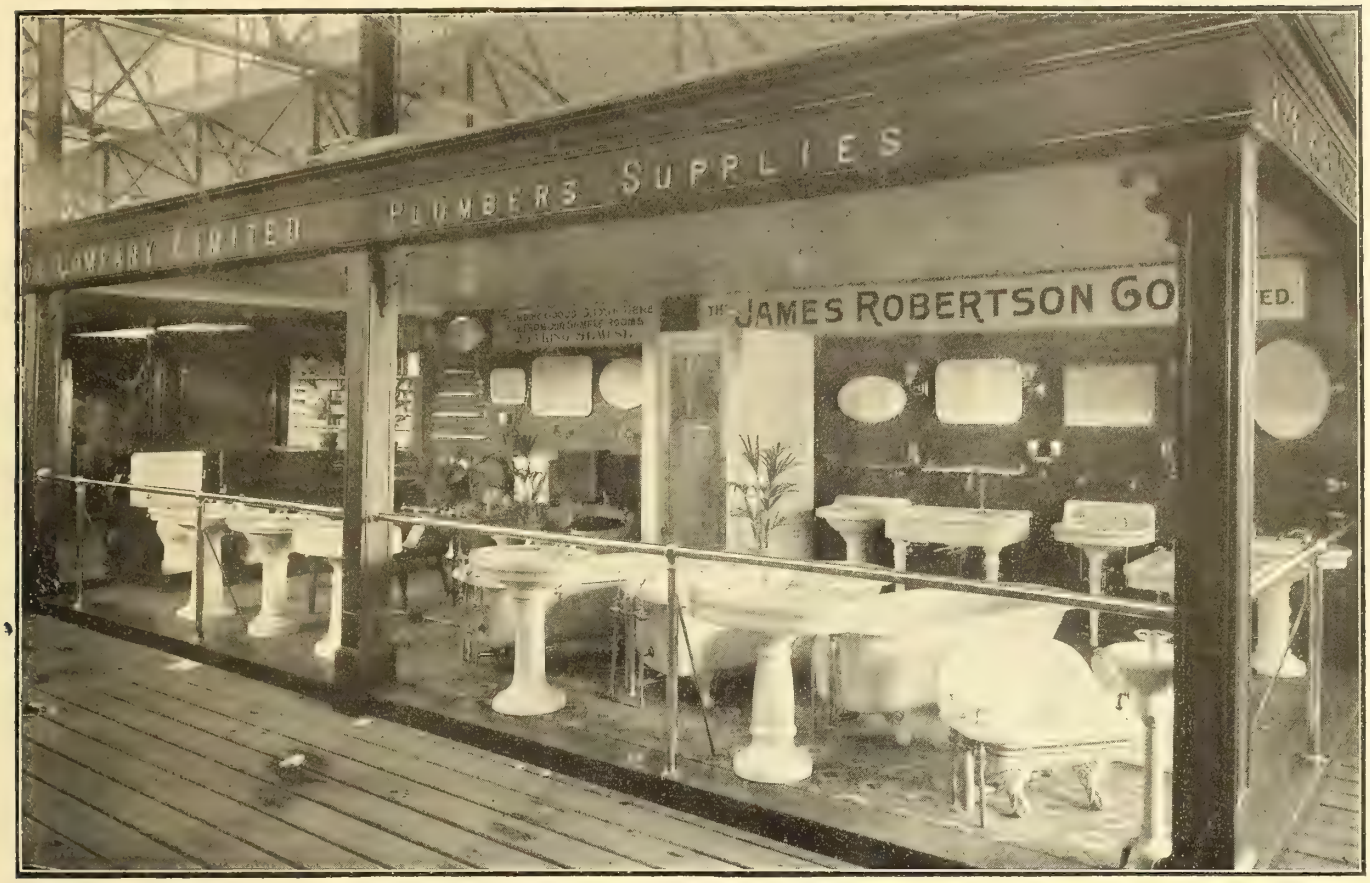
The lever is a mechanical masterpiece, positive and powerful in action, and absolutely fool-proof, and is so constructed that the handle placed in the upper right hand corner of tank, can be moved to either right or left to open valve. It is locked by the shape of the rocker plate fitting into the recess of the inside lever and cannot be moved beyond the full opening of the valve, and therefore the rubber ball cannot be strained.

The fittings are of substantial, heavy pattern and made to last. The B.O.T. compound lever elevated ball cock is well machined and practically noiseless. Linings are made of full weight copper, with lock seams and tinned bottoms.

Tanks made in all woods from solid mahogany to straight cut oak, and being made with a patented lock dovetail joint, splitting and cracking is impossible. Vitreous China Tanks were also shown.

Catalogues showing various styles and finishes, as well as booklets on tank and bowl construction, will be gladly sent to any reader who asks for same, and they are well worth going to some trouble to get, particularly for those who desire to keep abreast of the advancements made in the manufacture of sanitary equipment in all parts of the globe.





JAMES ROBERTSON COMPANY'S PLUMBING SUPPLIES.

The James Robertson Company, Toronto, divided their exhibit into three sections this year. The splendid display of plumbing supplies, in which Canadian hardwaremen who conduct plumbing departments are largely interested, was in its accustomed place just inside the entrance to the Industrial Building. The paint department, which in future will be conducted under the name of Lowe Bros., was in the adjoining space, while Robertson's metals, babbitts, solders, etc., were in another booth in Machinery Hall.

Two of the striking features of the plumbing exhibit were the marble stall shower, fitted with a plate glass door, and the nickeled brass shower standing on an enameled receptor. In these days when home sanitation is such an important question, shower baths are being installed in thousands of homes and every plumbing business should be ready to quote on the finest of this class of equipment when work is being done for well-to-do customers.

Another popular fixture shown was an enameled sanitary drinking fountain, hundreds of which have been installed in public buildings, schools, etc., during the past year. With a little enterprise a dozen of the fountains can be sold in every town, and a good margin of profit secured by the plumbing contractor.

A surgeon's sink, with knee action fittings, was an object of some curiosity, while the varied display of pedestal lavatories attracted much attention, both these and several of the fine bath tubs shows being fitted with the Riley basin and bath cocks, the patent rights for which have been secured by the James Robertson Company. These fixtures are the product of the Robertson brass works, and they have won favor very quickly, having a large composition disc which, while unlikely to get out of order, is very easy to repair if necessity arises. The "Riley" bath cock costs a little more than the ordinary goods, but their attractiveness and utility ensures their frequent specification in the future.

Behind the lavatories a particularly attractive line of bevelled mirrors and nickeled bath room fittings was displayed, including glass towel bar, soap dishes, tooth brush and drinking glass holders, etc.

What probably excited the greatest amount of interest, however, was the "Kingdom" non soiling and the "Kingsmute" noiseless closets, fitted with open seats. For high class jobs and absolute sanitation these closets win favor at once, and those who are not already familiar with them should send for descriptive literature without delay.

"Don't pull the string in the bathroom and register in the parlor," is the slogan of the "Kingsmute" salesman. The value of a closet which will flush silently can only be appreciated by those who have been subjected to the noisy disturbance of the other kind. The "Kingsmute" is so constructed that even with the lid raised, when flushed, it cannot be heard outside its immediate environment. There is no longer need for a householder to embarrass his friends with a noisy working closet. Besides being noiseless, the "Kingsmute" has a deep water seal, leaving no place for soil inside the bowl, and preventing the escape of sewer gas. It has a quick, thorough flush, completely cleansing the bowl.

The James Robertson Company expect to be in their magnificent new building on Spadina Avenue, Toronto, by December, where they will be in a better position than ever before to cater to the needs of those who do plumbing work in all parts of Ontario.

DEMONSTRATION OF CHI-NAMEL.

The Ohio Varnish Company, Cleveland, Ohio, who are represented in Ontario by Fred Crooks, and who are just completing arrangements to extend their business into Western Canada by arranging for representation and a series of demonstrations in all the leading hardware stores between Lake Superior and the Pacific Ocean, had a very attractive display in the Manufacturers' Annex, Mr. Crooks being on hand with a staff of demonstrators, while Mr. Clapp, president of the Company, was a visitor during the early part of the Exhibition.

The demonstration of "Chi-Namel" at the Toronto Exhibition was as successful as the hundreds of demonstrations already held in Canadian hardware stores have been, and most of the visitors carried away color cards and souvenir pins as reminders, so that they can have their wants filled by their local hardware man.

Speaking of demonstrations it is interesting to hear of the success achieved by the Purdom Hardware Company, London, Ont., who as a result of the introduction of "Chi-Namel," by demonstration in their store, and featuring the line in their local newspaper advertising, have sold over $1,500 worth of the Ohio Varnish Company's specialty during the past year.

A lady demonstrator is sent to each dealer who stocks "Chi-Namel" every spring and fall, and the retailer is assisted in bringing the advantages of the line to the notice of the local townspeople. Only one hardware man is given the agency in each town, he having the exclusive sale so long as he pushes the goods. "We refuse to sell 'Chi-Namel' through departmental or 10 cent stores," said Mr. Crooks.

"Chi-Namel" is both a stain and a varnish, the claims made for it being that as a varnish it will cover one-third more surface and also outwear other varnishes, besides taking one-third less time to apply. It is heel proof, hammer proof and water proof.

An important feature of the "Chi-Namel" specialty is the sale of their special self-grainer, by means of which anyone can successfully do the finest job of graining. For customers desiring to decorate their floor by the parquetry floor process, cartons are put up containing all the equipment necessary for the selected design, the carton including the first coater, graining compound, self grainer, or stippling brush, stencils and stenciling compound, and the "Chi-Namel" Natural varnish, these cartons retailing at $3.50 to $3.75. By their ready-to-use graining process it is possible to obtain an up-to-date hardwood effect on almost any floor at a total cost of only 2½ cents per square foot of surface.

A feature of the "Chi-Namel" exhibit was the offering of daily prizes for the best samples of graining done each day by visitors to the booth. In addition each competitor was given a ticket certifying that the holder had learned to use the "Chi-Namel" grainer at the Toronto Exhibition, and was entitled to a free sample can of "Chi-Namel" on presentation of the card at any hardware store in Ontario where the Ohio Varnish Co.'s goods are sold. On the back of the card the names of all the "Chi-Namel" agencies in Ontario were printed.

A similar competition will be conducted in the stores of local dealers where requested.





CLARE'S STOVES AND FURNACES.

One of the largest and best-arranged exhibits in the stove building was that of Clare Bros., Preston, Ont., showing their full line of furnaces and Peninsular ranges. Mr. Herman Clare was in charge and was assisted by the staff of A. Welch & Son, Toronto, agents for Clare Bros.' products. The booth was so large that in spite of the large number of ranges and furnaces shown, there was plenty of room for interested persons to view the different lines in comfort. Their line of Peninsular ranges, including Peerless, Adanac, Constant and Harmony, was much admired. These are all made from the one set of bodies with same patterns for box linings, grates, covers, centres and key plates. The only point in which they differ is in the ornamentations. The "Adanac" is made perfectly plain; there is no scroll work. The nickel is all removable for cleaning. A feature about this is that it has the adjustable damper, allowing any required amount of draft. One advantage these four lines have is that the same linings fit all four, making it unnecessary for the dealer to carry eight different sizes of repair parts.

One new line introduced this year is the "Paragon" Peninsular steel range. This is a medium sized range and, though more moderate in price than the others, is built just as carefully and is designed to meet mail order competition.

The "Monarch" Peninsular, a large, handsome and serviceable steel range, built to stand hard usage, but a good cooker and baker, was well received. The "Royal" Peninsular is built along the same lines as the "Monarch," but a little cheaper in price.

In furnaces, two new lines were introduced—the "Standard" and the "Empress." The "Standard" is designed especially for the Western trade, having a specially constructed fire pot for burning soft coal.

The "Empress," on the other hand, is gotten out more especially for the Ontario trade. It is a little cheaper in price than the "Hecla," but embodies many of the good qualities of the latter, such as the patent fuse joint and individual grate bar.

The "Hecla" is still the leader in hot air heating, and the improvements made on the 1911 model make it one of the most economical and most up-to-date lines on the Canadian market. The door on the latest design is larger, thus permitting the use of larger and rougher wood. Another feature is the circular water pan. This is a decided advantage, as it gives a greater evaporation, thus insuring better air and ventilation.

A properly constructed warm air furnace draws in the cold out-door air, warms it, passes it over the evaporating water and circulates it, moist and pure, to every corner of the house. This is the principle of the "Hecla." In the spring or fall, a small fire can be made without great preparation and there is no long wait to heat a large boiler of water.

A full line of heating stoves was shown, including the "Regal" and "Elegant" Peninsular base burners and the "Star" and "Signal" Oak heaters. The "Star" Oak is a very serviceable stove for small halls, dining rooms, etc. It will burn either coal or wood and can be fitted with a self feeder and mica door. It is built in three sizes. The "Signal" Oak is a little cheaper than the "Star," but an excellent stove.

DOMINION ROOFING COMPANY'S DISPLAY.

The exhibit of The Dominion Roofing Co., of Canada, Limited, in the Manufacturers' Annex, under the grand stand, attracted considerable attention. The booth was put up in the form of a building roofed with the company's own products, Earl R. Maltby, manager of the company, being in charge.

At the present time, there is an increasing demand for a sightly and durable roofing that can be properly applied by any one with ordinary intelligence. The roofing must be moderate priced and suitable for stores and office buildings, apartment houses, dwellings, barns, etc.

The Dominion Roofing Co., manufacture a full line of prepared roofing, their brands including, Malthite, Ajax, Gravel Coated, Sand Coated and Galvanite. They are in a position to sell a dealer roofing of the highest quality, at a price that will enable him to make a good margin of profit, and wide-awake Canadian dealers know that things on which there is a good profit are the things to sell, provided the quality is good. The Company manufacture their own wool felt, and use Gilsonite asphalt, imported direct from Utah, at a cost of $40 per ton. This asphalt is considered the best waterproofing material in existence.

The "Malthite" brands of roofing are featured by this company. "Malthite" smooth roofing is made from the best all-wool felt, saturated thoroughly in asphalt, put through a process to make it waterproof, and coated, leaving a fine, smooth surface.

Natural asphalt, in which "Malthite" is saturated, has been used on city streets extensively for years with great success, where weather conditions and traffic are much more severe than on roofings. On street pavements, only 10 per cent. of the mixture laid down is asphalt, it being put thehe to bind the pavement together and made it waterproof. If 10 per cent. natural asphalt is sufficient to withstand these extreme conditions, is it not reasonable that "Malthite" roofing, made of the best quality of heavy felt, saturated waterproof and coated with this same asphalt, should be the best roofing you can buy?

"Galvanite" is claimed to be the only roofing manufactured in Canada to-day having as a surface a mica coating. The body of this brand is a heavy wool felt, from sanitary stock, and is heavily and thoroughly saturated with a pure Galvanite asphalt composition.

"Ajax" brand is put up for the benefit of the dealer who wants to sell customers who are looking for an exceptionally cheap roofing material. This article is by no means cheap in manufacture, but is very durable and is having a very large sale in Canada to-day.

The Dominion Roofing Co. are in a position to sell the dealer at a very low figure roofing that will give the consumer much better service than shingles. There are several towns in Ontario and Canada in which there are no agents of this company. The company will gladly furnish samples, details and advertising matter to any dealer requesting same.





McCLARY'S FURNACES AND STOVES.

The McClary Mfg. Co., London, again occupied a stand in the stove building, David Millar, Heating Engineer, 107 Church Street, Toronto, being in charge of the exhibit. The "Sunshine" furnace was featured, five models being shown in different sizes. No. 200 being fitted with a coil for heating a kitchen boiler and supplying hot water throughout the house, while a No. 500 was arranged for combination warm air and hot water heating.

The "Sunshine" is fast becoming a favorite with builders, one of their arguments in selling a house being that the residence contains a "Sunshine." The 1911 model has a series of larger baffle plates, which cause the heat to rotate, thus making it last longer than where it goes straight through.

The "Radium" furnace was also shown. It is more moderate priced, not built as heavily as the "Sunshine," but is guaranteed to give out just as much heat. It is built more for the smaller homes, and many are being sold in the country. A new size has been introduced, No. 215, with 21 in. firepot.

In steel ranges, they showed the "Sask-Alta" and "Kootenay," and in cast, the "Pandora" and "Ladies' Aid." A new feature about the "Pandora" and "Ladies' Aid" is that they have the enamelled tile back. The enameled iron looks much neater than some of the flashier tile designs. In the "Sask-Alta" a little change has been made in the grate. It is now duplex in two sections. A change in the grate of the "Pandora" also has been made, there being now three sections so controlled that each section can be shaken separately.

In gas ranges, the only changes have been the new tile front, the enamel drip pan and the black nickel finish, making it perfectly sanitary. The black nickel finish is a decided improvement. It does not require any black lead and can be cleaned with a wet rag.

In the No. 218 "Champion" interchangeable range, an improvement has been made in the burners, and it now has a straight water front. The burners in the front are adjustable, making it possible to have the waterfront connected, the same as in any ordinary range.

In base burners, the "Famous" was shown in three sizes, one size with an oven. This year the "Famous" has a revolving fire pot, permitting it to be turned around to burn evenly.

A line of "Cam" side wall registers and base plates, highly finished in oxydized copper was shown.





JOHNS-MANVILLE ASBESTOS ROOFING.

The Canadian H. W. Johns-Manville Co., Ltd., Toronto, had their exhibit this year in Machinery Hall. The booth was built entirely of their own products, with the exception of the wooden frame support, and showed their brands of roofing applied, while the columns were artistically covered with J. M. Steam Pipe Covering.

A comprehensive display of the company's entire line was shown, but J. M. Asbestos Roofing was featured. This line was put to a very severe and unique test, and any one who was at all skeptical soon became convinced of its fireproof and waterproof qualities. A powerful gasolene blow torch was kept in the booth, and at intervals a piece of roofing was taken and subjected to the flame from this torch for several hours. This intense heat, which is sufficient to melt iron, had practically no effect on the J. M. Asbestos Roofing. After the flame had been discontinued, the roofing is soaked in water for a considerable length of time, and it speaks well for the material when, after being put through such a severe test, no leak develops. When a roofing will stand a test like this, it is worth while looking into, and dealers should write the Johns-Manville Co. for agency prices and terms.

The Company also showed their lines of "Keystone" hair insulator. This is used in the construction of houses as an insulator for weatherproofing, and sound-deadening. This particular kind of insulator consists of chemically treated hair, thoroughly cleansed, and rendered fire as well as vermin proof.

Asbestos wall plaster, asbestos wood, high temperature cements for foundries and furnaces of all descriptions also were shown.

A special feature of this year's exhibit was their line of "Solderall." This is a new article being introduced by the J. M. Co., and is the simplest, readiest and most effective method of making a soldered joint, and should find a ready sale in hardware stores. It will repair easily and without kitchen utensils, toys, tin roofs, leaky pipes, automobile parts, wires and all kinds of tin and granite ware, making it a valuable boon for the housewife. For the shop, it is also a most economical solder. There is no waste, it turns out the neatest work and no flux is needed. "Solderall" is the most useful thing in the electrician's outfit. It is a complete solder and non-corrosive flux combined in paste form, and can be carried in the pocket like a screw driver. With the aid of a match a perfect joint can be made. For the motorist, "Solderall" is a necessity in the repair kit of every owner of an automobile. For joining wires, stopping leaks or repairing breaks of any metal parts, it is indispensable. This product is put up in three handy sizes, to retail at 30 cents, 60 cents and $1.20 each.

Articles of special interest to stove and furnace men were their well known lines of "Fireite" furnace cement, "Seal Tite" stove putty and "Phoenix" stove lining. These articles find a ready sale amongst stove and furnace manufacturers and stove foundries.

In addition to the foregoing, and of interest to plumbers and steam fitters, was their "H-O" pipe joint cement and "Ferro" compound. The makers claim for this "H-O" pipe joint cement qualities superior to the ordinary white lead or other preparations used by the steam fitter and plumber in making pipe joints. When mixed, one pint of this cement makes as much as four pounds of ordinary cement, yet costs no more. The price is an attractive one, and the article is above the ordinary.

Other lines shown were their line of "Sanitor" water closet seats and tanks. This excellent line is made of wood fibre, molded under hydraulic pressue into one solid piece, and is a much superior article to the ordinary wooden seat and tank. The company warrants their seats and tanks not to warp, split or crack for five years.

THE COLONIAL LINE OF RANGES.

The booth of the Percival Plow and Stove Co., Limited, Merrickville, Ont., on one of the most prominent right hand corners in the centre of the Stove Building, was greatly improved this year by the addition of a canvas canopy, decorated in red and white. Electric lights studded the whole, and a carpet on the floor added greatly to the neat appearance of the booth. The exhibit looked very attractive and not being overcrowded with ranges, but showing a fair line, it gave the company an excellent opportunity of displaying to advantage the various stoves and ranges exhibited.

On a prominent location in the most important corner of the booth was located the "Colonial Combination" 3 in 1 range, burning coal, wood or gas. The gas stove is easily attachable to the range and, where space is limited, the "Combination" is particularly desirable. The top of the gas attachment is large and roomy, having three pot holes and a simmering burner. The oven is a good baker and larger than is usual on this style of stove. Perfect regulation can be obtained for the burning of either city or natural gas by the type of mixers used. This stove attracted a lot of attention from visitors from American points, sales being made to people living in Buffalo and Pittsburg, with inquiries from other places.

Another member of the "Colonial" family, displayed alongside the 'Colonial Combination," was the "Colonial Princess." This is a steel range with 20 x 22 in. oven. It has cast iron fire box trimmings, nickel trimmings, which are easily removable for cleaning, and key plates or movable tops. These are made interchangeable, enabling the rear plate being used over fire pot or changed to the side if it is found desirable to use a boiler in front position. The extended fire box permits the use of wood 27 inches long, and is so constructed that all ashes are deposited in ash pit, also overcoming the annoyance of the unburnt end being "pocketed" when balance is consumed.

Several styles and sizes of the "Colonial" and "Colonial Prize" cast ranges were also shown, some with high closets and others with high and tea shelves. Some of the features of the "Colonial" are its extra large ash pan, removable nickle, with no bolts to rust, easily removable grate, large drop broiler door and the pedal oven door opener. Fixtures which can be fitted to burn coal only or wood only are furnished. The water fronts on this range are corrugated, giving an extra amount of prime water heating surface.

The "Colonial Prize" is designed to meet mail order competition and, while a little cheaper in price, is equally as good a heater as the other makes. This range has reservoir and warming closet, or can be purchased without these. This line was much appreciated by visiting hardware men.

The "Imperial Base-burning Oak" attracted considerable attention. This stove combines the advantages of an "Oak" and a base burner, having a base flue, which carries the heat around the bottom of the stove, assuring a warm floor. This stove has double the heating surface of the ordinary oak of the same size, or of a base burner. Hard or soft coal can be burned with equal facility and, should any congestion of the flue occur, it can be easily remedied by the removal of the inner bottom. The double heater also can be applied to this stove. This is one of the most handsome stoves on the market to-day, and should prove a ready seller in any hardware store.

The company did not exhibit their plows this year, but Mr. Graham, their Western Ontario representative, who was in charge of the exhibit, states they are still manufacturing the best quality and invite correspondence from hardware men handling these implements.



CANADA METAL CO.'S NEW PLANT.

One did not have to enter the exhibition grounds to know that the Canada Metal Company were there and doing the show up in their usual manner. Just before entering the gates on Dufferin St., one's attention was drawn to a large metal sign, well lit up with electric lights, and on top being a large tin man, pointing to their new plant on Fraser Ave., just a block east of the exhibition entrance.



New plant of The Canada Metal Co.

Upon entering Machinery Hall, one was attracted by the Canada Metal Co.'s exhibit, in charge of W. G. Harris, Sr., President and General Manager of the Company, and the various travellers. All interested in the least way in metals were shown carefully and thoroughly over the exhibit and each line explained.

Hardware men were especially interested in the Harris heavy pressure bearing metal, which is used on most all machinery bearings. The feature of this metal and the reason it is so especially adapted for hardware men is that there is practically no work too severe for it, and when a man sells this metal, he sells babbit that will bring him repeat orders. The metal is copper coated, thus protecting it from the atmosphere in melting, making the metal free from dross, and it is copper hardened.



W. G. Harris, Sr.



W. G. Harris, Jr.

They also showed many of their other lines, such as Imperial Genuine Babbit metal, for main engine



work, solder in all grades, including bar, wire, segment and block.

Lead pipe, newspaper metals and all pig metals, such as pig lead, copper, antimony and spelter, also were shown. Taking the exhibit on the whole, it was one of the best the Company ever has made.

Many took advantage of the invitation to visit the company's new plant, and were well repaid for the time spent.

THE GURNEY-OXFORD MODEL STORE.

The Gurney Foundry Co., Limited, followed their plan of last year, and did not make an exhibit at the Toronto Fair. Instead, they fitted up, in their show rooms on the second floor, a model stove store. The most important feature of this was the large plate glass store front, large enough to show two ranges, an "Imperial Oxford" and a "Chancellor." The window was trimmed with the specially designed lithographs supplied to agents of the Gurney Company, these taking up the corners of the glass, without hiding any of the goods shown.

In the centre of the window, between the two ranges, was placed a large card, bearing the printed affidavit testifying to the excellent results secured by using the Economizer on a "Gurney-Oxford" range in the model kitchen of the Robt. Simpson Co.'s restaurant in Toronto. A testimonial, coming from a source such as this, is ample evidence of the saving qualities of the Economizer. Tied to red ribbon suspended from the ceiling and connected with the two ranges, were various neatly printed cards, emphasizing the different features of the ranges, the idea being to interest possible customers in the various talking points of the ranges, in order that the work of the salesman might be simplified and made easier.

Inside, a number of ranges, base burners, etc., mounted on castors, were displayed, while the walls were covered with the large 3 x 6 feet metal signs, which the Gurney Co. supply to agents on request. These signs are used for barns and sides of buildings and are a good advertisement, being highly colored and easily seen from a distance. Smaller signs, 1 x 3½ feet, also are furnished to agents. These are used for nailing on fences along the roadside. The smaller signs were arranged on the outside around the bottom of the model store. Both these signs have a blank space on which the name of the dealer in the town is printed.

The Gurney Foundry Co. make the offer that they will furnish on request to any dealer handling their goods, a complete outfit similar to the one shown at their plant. This includes the two sizes of signs, lithograph window trims, small advertising cards, large copy of affidavit, and the white enamel letters to read "Gurney-Oxford Stoves and Ranges." All this will be given free of charge to the dealer. He has only to ask for them.

All day and in the evenings, one or more of the company's employees was in attendance to look after and serve lunch to out-of-town visitors. Mr. Holt Gurney devoted a lot of his time to this end of the work and greeted all interested persons in his usual affable manner.



PHILADELPHIA MADE HARDWARE.

Five Philadelphia manufacturers co-operated in making a display of their various products. H. Disston & Sons, saw manufacturers, who have been manufacturing in Canada for several years desired to exhibit their saws, and as they are associated with the Miller Lock Co., North Bros., Enterprise Mfg. Co. and Fayette R. Plumb Co. in jointly advertising and exhibiting their products in the United States, the other manufacturers decided to join with the Disston Company in making a composite exhibit at Toronto, and from the picture of their display shown on page 29 it will be seen that the Philadelphia Made Hardware exhibit was one of the largest and most interesting to hardware men in any of the Exhibition buildings.

Every part of the display was interesting to hardware men, but the demonstration of Yankee Tools and exhibit of Miller Lock Company's new keyless padlock probably excited the greatest interest.

C. W. Asbury, vice-president of the Enterprise Mfg. Co. spent one day at the exhibit, having motored from Philadelphia to Toronto via Montreal, and returning by Niagara Falls.

Wm. Ramsay, sales manager of Miller Lock Co., and Secretary of the "Made in Philadelphia" combination, also spent several days at the exhibit, others present being W. E. Radcliff, Manager of Disston Saw Co., Toronto; S. W. Batty, H. Disston & Sons; Jas. L. Kinsman and F. A. Mutchmore, North Bros.; C. H. Hamilton, Jr., Miller Lock Co., and Wm. H. Asbury, Enterprise Mfg. Co.

OTHER EXHIBITS OF INTEREST.

The Canadian Supply Co., Toronto, manufacturers of Leeknott Roofing, exhibited their line in Machinery Hall, the booth being walled in by rolls of roofing on the top of which cans of "Casco" Elastic paint were placed, and above these being rows of Leeknott Roofing metal signs and pictures of many large buildings which have been covered by the Company's roofing, included in these being that of Clare Bros. stove plant at Preston. Leeknott roofing is now sold in 221 towns in Ontario.

Parke & Leith, Toronto, Canadian agents for the British Aluminum Co., had a very attractive display of aluminum goods in Machinery Hall, including aluminum plates, bars, rods, ingots, tubing, wire, sheets, etc. In the course of a couple of months a plant will be in operation in Toronto, manufacturing aluminum cooking utensils and hollowware for the Canadian trade.

Macdonald & Sons, Toronto, manufacturers of steam fitters' tools demonstrated their pipe wrenches, pipe vises, chain tongs and pipe cutters in Machinery Hall, there always being an interested crowd of mechanics and manufacturers around who were interested in the remarkable strength shown by Macdonald Nonlocking pipe wrenches which were chiefly featured in the exhibit.

Findlay Brothers Co., Carleton Place, are stove specialists. Their exhibit which was in charge of Stewart & Co., 122 Wellington St. W., Toronto, was an evidence of this fact. Favorite lines with the public as well as the trade, are the "Universal Favorite" steel range, and the new "Regal Favorite" cast range, exhibited for the first time at the Fair. The latter has become very popular, especially in rural districts, since it is an ideal range for the farm home.

The Jas. Stewart Mfg. Co., Woodstock, had an interesting exhibit and demonstration of the new "Good Cheer Circle Waterpan Furnace." This furnace stood the test of the severest Canadian climate last winter, and many who purchased a Good Cheer last season called at the booth to relate by actual experience how the claim of supplying a summer atmosphere to the home in the coldest weather had been fully substantiated.

The Harriston Stove Co. occupied their usual space near the centre of Stove Building, and exhibited for the first time the "Royal Matron," a cast range in semi-plain design. Another improvement to the Royal line this season is the visible door on several of their higher priced ranges.

The Down Draft Furnace Co., Galt, have shown a marked improvement each year in the line of stoves, ranges and furnaces offered to the trade, and their exhibit this year was particularly creditable to the company. The exhibit was well arranged, while the finish and style of lines shown received much favorable comment. Among the new goods were the "Art Banner," a very fine cast range in semi-plain design, with all up-to-date features. They also exhibited two new steel ranges, which are proving good sellers.

The Canadian Ferrosteel Co., Bridgeburg, Ont., had a very artistic display of registers for the floor, baseboard and sidewall, in various styles and finishes to suit the Canadian trade. They also exhibited some very handsome designs in grilles, etc.

The Kelsey Warm Air Generator, manufactured by the Jas. Smart Mfg. Co., Brockville, Ont., on exhibition in the Stove Building, was a great attraction, from the fact that it is entirely different in construction from other furnaces. The Kelsey, it is claimed, has more than double the weight and heating surface of the ordinary furnace, with the same size grate, while the cast iron zig-zag heat tubes furnish warm, fresh air in quantities to assure a uniform temperature all through the house. They also exhibited their less expensive furnaces, the "Canadian Air Warmer," and the "Tropic," both of which have very long fire travel, and burn either hard or soft coal.

The C. Norsworthy Company, St. Thomas, exhibited the Howard Furnace, the smaller size of which weighs over 800 lbs., which gives some idea of the material used in its construction. The smallest size also has 22 feet of fire travel before reaching the chimney pipe. It is claimed the down-draft principle as perfected and applied to this furnace, will retain the combustion and gases longer than the ordinary furnace. They also exhibited the new Canadian Howard Hot Water Boiler, which has a very large radiating surface.

The D. Moore Co., Hamilton, again displayed Treasure stoves and ranges, and maintained their standard of previous years. The Souvenir Treasure Steel Range, an important feature of the exhibit, is made in all grades to meet every requirement. Another feature of the Treasure line is the duplex air burning grate, which is known as the Shell bar patented Treasure air-burning grate.

The Doherty Mfg. Co., Sarnia, were back again with a good display of their ranges and heaters, in charge of Wm. Doherty. The Stenora Cast Range, becoming very popular with Ontario trade. The Company have brought out this season six new lines of steel ranges suited to Western territory. These are made in different styles and sizes, and at moderate prices.

The Burrow, Stewart & Milne Co., Hamilton, had

a very large and attractive exhibit from their most complete line of stoves, ranges, gas ranges and furnaces. The Royal Jewel Steel Range, was a leader in the exhibit. It is very attractive in appearance, and an easy seller. They advise the dealer to make this range their leader and be sure of the best stove trade. In cast ranges they have the Dominion Jewel, Sterling Jewel, Grand Jewel, and Home Jewel. The Jewel Gas Ranges are well known as leaders in their line. This season the company have added the Jewel Furnace, which is up to the standard of their other products.

The Canadian Tungsten Lamp Co., Hamilton, exhibited in the Stove Building their line of lighting specialties. In electric laps they demonstrated the merits of their Kolloid Wolfram Tungsten Lamp, and the new type Brilliant Carbon Lamp. A new specialty is the Tungst-O-Lite Mantle Lamp, for coal oil, giving a pure, white light, and fully guaranteed. Another new idea introduced by the company, is the "Ontario Lantern Footwarmer," a most useful article for travellers and farmers use in driving.

J. H. Connor & Son, Ottawa, exhibited their line of washers, wringers and churns. The Connor washer is made in various styles, ball bearing for motor power, hand or foot power, and sold under guarantee. They are made of best Louisiana red cypress, and finished in natural wood.

S. F. Bowser & Co., Toronto, exhibited the Bowser Oil Tank System, an up-to-date method of storing and measuring oils to customers quickly, conveniently and without waste. This system, it is claimed, prevents evaporation, over measure or miss of any kind, and eliminates fire risk usually accompanying the handling of oils. It keeps the oil pure and clean and thus increases profits.

Benjamin Moore & Co., Toronto, had an interesting exhibit in the Manufacturers' Annex, which was neatly decorated with samples of relief work, illustrating their products. Every day demonstrations were given of the use of Muresco as a wall coating, and Sani-Flat for interior decoration. Sani-Flat is a durable flat oil paint, adapted for wall painting, producing the beautiful effect of water colors, and is washable. It is most sanitary, and is used with splendid success on old walls, woodwork, steel ceilings, radiators, wall paper or burlap.

The National Cash Register Co., Toronto, had two exhibits, one in the Manufacturers' Building, where various styles of registers were displayed and operated by representatives of the company, to familiarize the public with the advantages to user and customer of a National Cash Register. In a separate building on the grounds the Company provided a rest room, and showed interesting views of their model factory.

The Dominion Register Co., Toronto, occupied a booth in the Process Building, where they demonstrated the McCaskey Account Register System, and how it cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, and protects the user against loss of insurance in case of fire. This exhibit was of great interest to merchants who still use the credit system.

Glidden Varnish Co., Toronto, had two women demonstrators constantly at work showing visitors to the exhibition how easily woods can be varnished and grained by the use of JAP-A-LAC and the graining tools which are supplied with the Glidden products. Small sample tins were distributed freely, and the demonstration and exhibit was a scene of interest for interested housewives as well as for merchants.

Standard Paint Co. of Canada, made an interesting display of Ruberoid Roofing in a booth in the Industrial Building, H. C. Cowherd, sales manager, and staff of his travelling salesmen being present to greet customers who visited the Fair.

Gendron Mfg. Co., Toronto, occupied their accustomed space in the Industrial Building, featuring their various lines of baby carriages, boys' wagons, sleds, invalids' chairs, wicker furniture, etc.

Berry Bros., Walkerville, Ont., were again located in the aisle connecting the Stove and Industrial Buildings, their booths being walled around with panels of fine woods, covered by Berry Bros. fine varnish. A Berry wagon was shown, loaded with tins of "liquid granite," the floor finish which they have built up such a large trade for.

The Brantford Roofing Co., Brantford, occupied their permanent booth in the Industrial Building, it being erected in the form of a building in itself, on the roof of which was shown their high grade roofing. Samples were freely distributed to visitors with the idea of increasing the interest in prepared roofing, and thus help their retail customers.

Carborundum Company, Niagara Falls, N.Y., made an elaborate display of Carborundum products for sharpening all kinds of edge tools. The wide range of articles into which Carborundum is manufactured created surprise even amongst those who are familiar with the merits of this increasingly popular product.



At the Canadian National Exhibition.

Cummer-Dowswell, Limited, Hamilton, again occupied their familiar stand on one of the aisles connecting the Industrial and Process Buildings. Several water motor washing machines were demonstrated by being connected to kitchen sink taps, and it was seldom that the demonstrator in charge did not have a group of interested women customers. The Cummer-Dowswell Company have a new electric washing machine as well as a new hand power machine, both of which are certain to have a large sale, judging from the amount of interest they excited during the exhibition.

Northern Aluminum Co., Toronto, showed quite a large range of aluminum kitchen utensils at their booth in the Stove Building. The brightness and lightness of aluminum is attractive to all housekeepers, and the demonstration made should result in an increasing sale for "Wearever" aluminum utensils.

Page Wire Fence Co., Walkerville, occupied a tent near the main entrance to the grounds, wire fencing being erected around the tent, while Regina hand and electric power vacuum cleaning machines were demonstrated on a carpeted floor inside the tent.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly

CANADIAN HARDWARE AND STOVE JOURNAL

Established 1909

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization

Circulates everywhere in Canada

VOLUME THREE — TORONTO, SEPTEMBER, 1911 — NUMBER NINE

Published Monthly by the

Commercial Press, Limited

408-10 McKinnon Bldg., TORONTO

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Hardware Exhibition

The value of trade exhibitions was illustrated at the Toronto Exhibition just closed, an increasing number of exhibitors making practical demonstrations of their goods in order to prove their quality and to interest probable customers by not only placing their goods on display but showing how to use them. Retailers can take a leaf out of the manufacturer's experience book as, if demonstrations are successful in manufacturers' exhibitions, they will be equally successful in retail stores.

An echo of the hardware exhibition at Peterboro last February was heard when one exhibitor stated that he was still receiving orders as a result of his display at the hardware convention at Peterboro. The exhibitor in question manufactures office equipment, and direct results followed his exhibit at Peterboro, both during and after the convention, and as late as a fortnight ago an order was placed for goods, the statement being made that the goods had been seen at the Peterboro Convention.

A month ago plans for the hardware exhibition to be held at Guelph during the Retail Hardware Convention next February were mailed to manufacturers of goods who sell to the hardware, stove and paint trades. The allotment and options taken on about 75 of the 91 booths available within four weeks indicates the interest which manufacturers are taking in the opportunity to display their products to the retail hardware men of Ontario at their Annual Convention. Retailers should take an even greater interest in the Exhibition than manufacturers have manifested. It costs them less to do so and their opportunities for gaining knowledge should be more important to them than the manufacturer's opportunity to display his goods is to him.

Some retailers undoubtedly attend the Annual Convention with the object of having a good time. The wise ones, however, are those who attend the Convention to learn more about the business from which they are extracting their living.

The success of the hardware exhibition at Guelph is assured from a manufacturer's standpoint, and the central location of Guelph is favorable to a much larger attendance of retailers than at any preceding hadware convention. There is an educational opportunity open to Ontario retailers and they should take advantage of it.

Graft

Although Canada has a Secret Commissions Act that does not signify that all business is fair and above board. Talking with a manufacturer who sells goods to municipalities as well as to the hardware trade, he stated that his company had lost a big order this year because they had declined to allow several of the civic officials certain commissions in order to have their goods specified. None of the officials in question were hardware men, but some were engaged in other lines of business, and they did not hesitate to claim a commission on goods which they had no claim upon whatsoever.

The same manufaceurer told of a hardware man who had put in a claim for a commission on the sale of some goods to a man in his town. The hardware man did not carry a stock of the goods and had never done so, but he insisted, that because he had handled some of the manufacturer's goods purchased from another department, that he was entitled to a commission on all sales made by the manufacturer in his town.

Where merchants have an agency arrangement with a manufacturer and do their part by endeavoring to secure all the business available, they are undoubtedly entitled to exclusive representation, and if orders are secured on the goods which the merchant handles, even though he does not assist in making the

sale, he has a fair claim for a commission. To go further than this, however, and to claim commissions on sales of goods which the merchant does not handle, is unjust to the manufacturer and the merchant who makes a practice of doing so is liable to end up in the same dishonest class as the officials of the Ontario city, who attempted to secure graft from the manufacturer interviewed.

Fire Insurance

Regret will be expressed by some with the decision of the Executive of the Retail Hardware Association to discontinue their efforts for the time being to organize a Mutual Fire Insurance Company. A lot of hard work has been done by the members of the association in the effort to organize a similar company in Ontario to those conducted by hardware merchants in several of the United States.

The powers-that-be have been unfavorable, however, and the apathy of the retailers themselves has forced the Executive to devote their energies in another direction. Good work is being done by the Insurance Department, and more can be accomplished if a larger number of retailers take advantage of the opportunity to place their insurance, on a more satisfactory basis than the average merchant's policies are usually in.

"A load has been taken off my mind," stated a member of the Retail Executive at its recent meeting. "Formerly I worried considerably about my fire insurance and had no idea as to who I would get to assist me should my store be damaged by fire. I have had my policies gone over very carefully by the Insurance Department, and now know that they are clear of disturbing clauses, and if a loss occurs I have arrangements made for the Association's adjuster to look after my interets without delay."

Other retailers should follow this example, and instead of leaving their fire insurance matters largely in the hands of their local agent they should obtain the best advice available. As the Retail Hardware Association has made an arrangement with a competent insurance adjustor to examine the policies of hardware men at a nominal charge of 50c. per policy, there is no reason why any hardware man in Ontario should longer leave his policies in an indefinite state.

If any reader of the Journal has a question to ask regarding any phase of fire insurance, an intelligent answer will be sent by the Association's insurance expert without delay.

Watches Incoming Freight

An Ontario hardware man makes it a practice to pay his own freight and express bills, and thus cultivate the acquaintance of the men in charge of receiving freight and express for delivery to people in his neighborhood. During his visits to the freight shed and express offices he keeps his eyes open and takes note of the articles of hardware, etc., which are passing through the sheds for delivery to his customers. If a farmer receives a shipment of goods from a mail order house and that farmer is a credit customer of the hardware man's, the merchant knows how to deal with him when the question of extending credits comes up again, and he does not hesitate to point out the unfairness of sending cash to the big city stores and asking the local merchant to sell goods on credit. Frequently, too, the hardware man will see shipments addressed to local contractors from other merchants or townspeople from whom he should reasonably expect to secure business. Knowing the sort of competition he has to meet he is better equipped to secure orders from those who have purchased from city or jobbing houses.

The idea of keeping a tab on the goods going through the express office and freight sheds is a good one, and other merchants should take it up to advantage.

Made in Canada

Talking with a manufacturer of ammunition recently the point came out that although a complete line of shells, etc., are made in Canada, that habit is so strong with many merchants, that although they can buy the highest grade of goods of Canadian manufacture, and at less than imported lines can be procured for, that many Canadian retailers, although buying certain standard sizes of Canadian make, continue to import some of the special sizes.

Buying is largely a matter of habit, and once trade begins to run through a certain channel it is hard to change the course of the stream. But incidents frequently happen to cause a change. For example, a well known Montreal jobber who had always been welded to imported cartridges, was out shooting a few months ago, when suddenly a big buck came over a rise in the ground, and almost looked him in the face. Up went the trusty rifle and off bounded the deer as the imported ammunition had missed fire.

As in ammunition, so in other lines. There is no reason why Canadian manufacturers cannot make as high grade goods as the manufacturers of other countries—especially if they receive the support of their own countrymen.

Interesting Stove Situation

A most interesting situation exists in the stove business in Canada this Fall, largely as a result of the rapid growth of Western Canada, where the establishment of a water tank along the line of railway this year means a fair sized village next year, and possibly a town or city five years hence. The demand for stoves and ranges has been increasing even more rapidly than the capacity of stove foundries in Eastern Canada. The stove market was left pretty bare last year, the early Fall encouraging a larger sale of heating appliances than would have occurred had the Winter been an open one. Manufacturers have prepared for a big trade this Fall, but the demand has apparently been greater than their anticipations, and as a result a number of manufacturers already report shortages in some of the most used sizes and styles of steel and gas ranges.

The situation has other points of interest also. During the past month the ownership of two Ontario foundries has been changed and arrangements are being made to increase their output. A third stove foundry is arranging to locate in new quarters, where a larger expansion will be possible, while promoters of the new foundry are looking for a site to begin business in, their intention being to get on the market in time for next year's trade.

Altogether the stove situation is very interesting, and the possible shortage this Fall should encourage retailers to instruct manufacturers as to their wants without delay, so that sales will not be lost by inability to supply the goods required.



Seated, around the table, from left to right: W. J. Magladery, New Liskeard; President Wm. [illegible] Guelph; 1st Vice); John Caslor, Toronto (Treasurer); Wm. Magladery, New Liskeard; W. W. Bennett, Gananoque; D. Macnab, Orillia; M. S. Madole, Napanee (1st Vice); R. C. Chown, Belleville (President); C. W. Conn, Tillsonburg; and R. W. Blackmore, St. Thomas.

Ontario Retail Hardware 1911 Executive Hold Meeting

Proposed Parcels Post Legislation to be vigorously opposed—Mutual Fire Insurance and Weights and Measures Inspection dealt with—Preparing for Convention at Guelph next February.

The Executive Committee of the Ontario Retail Hardware and Stove Dealers' Association met on Tuesday, Sept. 5, in the rooms of the Canadian Wholesale Hardware Association, 15½ Toronto St., all the members being present.

On the day preceding the Legislative Committee, composed of W. F. Macpherson, Prescott, Ed. Wanless, Chatham and Geo. Matthewson, Toronto, held a meeting and discussed various questions of legislation dealt with at the Peterboro Convention, and which have arisen during the past six months, steps being taken to place the opinions of the organized hardware men of Ontario before the proper authorities on matters which effect the interests of hardware and other merchants.

Presentation to Past President Hambly.

President Chown called the Executive meeting to order at 10.30 a.m., the first business being the reading of a letter from Past President Hambly, to whom the members of the Executive had presented a handsome Morris chair on the occasion of his recent marriage. Mr. Hambly acknowledged the receipt of the gift by the following letter.—

Dear Mr. Wrigley,—I can assure you it was a great surprise to me to receive the Morris chair which the Executive of the Ontario Retail Hardware Association so kindly presented to me, and I would ask you, through the Canadian Hardware and Stove Journal, to express to the Executive my sincere thanks for the gift.

Any service I have been able to render to the Association in the past has always been a pleasure, and I have always felt that I have been more than repaid by the benefit the Association has been to me.

I sincerely thank the members of your Executive for their kindness in making such a handsome and useful gift, and I wish the Association even greater success in the future than it has enjoyed in the past.

Very sincerely yours,

Barrie, Sept. 1. J. R. HAMBLY.

Treasurer Caslor reported a balance on hand of $913.91.

Secretary Wrigley then reported regarding various matters which had been dealt with by the Association since the meeting of the Executive on Good Friday.

Offensive Weapons Act.

It was reported that several interviews had been held with representatives of the Ontario Government and the Canadian Wholesale Hardware Association regarding the law put into force last Spring restricting the sale of revolvers, air guns and other weapons. Circulars had also been sent to the trade throughout Ontario, but there seemed to be a division of opinion, a large percentage of the wholesale as well as the retail trade looking with favor upon legislation which would restrict the sale of offensive weapons. Some merchants with large stocks on hand were anxious to secure a modification of the law, but the trade as a whole seemed apathetic. During the discussion of the question various members of the Executive reported that departmental stores were selling air guns to customers whom hardware merchants had refused to make sales to. The Secretary was instructed to ask hardware men throughout Ontario to secure definite information regarding sales made by mail order houses in order that the information could be passed on to the provincial police. In the absence of definite complaints from retailers it was decided that no further action be taken by the Executive at present, other than the sending of the following Resolution to the Provincial Secretary.

Resolved that the Secretary write the Provincial Secretary's Department requesting that when legislation affecting the sale of articles of hardware is being considered that the representatives of the Ontario Retail Hardware and Stove Dealers' Association be given an opportunity to consult with the Department regarding the proposed legislation.

Proposed Parcels Post Law.

The Secretary reported that he had sent circular letter to all hardware merchants in Ontario urging them to secure pledges from candidates for Parliament in their respective districts in opposition to the proposed parcels post legislation which is likely to be brought up at any time after the new Parliament meets. Arguments were also placed in the retailer's hands through circular letters with suggestions that letters be written to Postmaster General, expressing opposition to the proposed enactment.

On the request of Secretary Wrigley the officials of the Wholesale Hardware Association had sent copies of the Retail Hardware Association circular letter to the various jobbing houses in Ontario and Quebec urging wholesalers to place the circulars in the hands of their travelling representatives in order that the travelling salesmen could back up the work of the Retail Association in stirring up opposition to the proposed Parcels Post, which would have an injurious effect upon both wholesale and retail hardware trade. The Secretary was instructed to communicate with the Secretaries of the different wholesale and retail Associations throughout Canada requesting their co-operation in fighting against suggested parcels post law and to supply petitions to be used in securing signatures of merchants, etc., to be forwarded to Ottawa at the proper time.

Weights and Measures Inspection.

The Legislative Committee reported that they had discussed various matters of legislation affecting the hardware trade, and after hearing the Secretary's report that over 100 petitions, containing from one to thirty names of retail merchants had been received favoring the abolition of the charges now made to retail merchants for the reinspection of weights and measures every two years, the Committee decided that the work should be carried on even more aggressively, and steps should be taken to secure the co-operation of grocers, general merchants, druggists, bakers and manufacturers, who use scales and measuring devices which are subject to reinspection charges. One member of the committee reported that the inspector had recently visited his store, and charges for reinspection amounted to $12. Reference was also made to the absurd charge for carting the testing weights from store to store. The Legislative Committee recommended that the Secretary communicate with the various mercantile associations in Ontario and other provinces, requesting their co-operation in securing several thousand additional names in favor of abolishing reinspection charges. The point was made that more inspectors should be engaged to inspect weighing and measuring devices, said inspectors to be paid by the Dominion Government, and they to call upon retailers at indefinite times, and that all merchants using fraudulent scales should be fined for so doing.

The Secretary was also instructed to secure copies of various laws effecting the retail trade, in order that the Legislative Committee could carry on their work more intelligently.

Mutual Fire Insurance.

After discussing the suggestion that past President Brocklebank, Mr. Macnab, and Mr Wright, of the Association's Insurance Department, be sent to Philadelphia to attend the Convention of the Mutual Fire Insurance Companies of the U. S., Sept. 12 to 15, the Executive decided that in view of the limited number of provisional applications for insurance secured by the Mutual Fire Insurance Committee after years of active work, and in view of the advice received from W. G. Wright, the Association's insurance expert, it was decided that the Executive make no further effort to establish a mutual insurance company at present, but that in the meantime everything possible be done to develop the Insurance Department of the Association conducted by Mr. Wright in co-operation with the Mutual Insurance Committee.

Complaints have been received from hardwaremen in Northern Ontario that some fire insurance companies not authorized to do business in Canada were accepting insurance at high rates, and when losses occurred were either declining to carry out their obligations to the insured by refusing to pay the insurance or by paying only 10 or 20 per cent. of same. It was decided that a list of unreliable companies should be secured and supplied to hardware merchants in the Northern districts, where insurance rates are extremely high, and it was also decided that if arrangements can be made for holding a meeting of the hardware merchants in Northern Ontario that Secretary Wrigley and Mr. Wright should attend such a meeting.

Will be a Big Exhibition.

The Secretary reported that on August 12 a circular letter had been sent to manufacturers who had exhibited at previous conventions, showing a floor plan of the booths laid out in the Winter Fair Building at Guelph for the hardware exhibition to be held in connection with the Retail Hardware Convention at Guelph, February 19 to 23, 1912. In laying out the floor plan 91 booths have been arranged for, and 67 of the 91 spaces had been applied for by Sept. 5. It is evident that arrangements will have to be made for a larger number of booths, there being space available for additional exhibits on one side of the exhibition hall.

Several members of the Executive expressed the opinion that to insure the permanency of the annual exhibition that exhibits be only solicited and accepted from manufacturers. The point was made that the exhibition is chiefly of advantage to the hardware merchants in so far as it is participated in by manufacturers of special and staple lines, the displays being in charge of salesmen who make it their endeavor to explain the process of manufacture and selling points of each of the various articles shown. On the other hand exhibits made by non manufacturers seem to be made for the express purpose of making sales. While the Retail Association Executive has no desire to discourage the placing of orders at the convention, they look with greater favor upon the exhibitor who devotes his energies to demonstrating and explaining the selling points of the articles displayed rather than to securing orders for the goods exhibited. The decision was arrived at, therefore, that in future exhibits would be confined to displays made by manufacturers.

Arrangements for Convention.

The Executive accepted a suggestion made by Secretary that drawings be held each morning at 9.30 in the exhibition hall and each afternoon and evening in the convention hall at the hour of opening the meeting, the idea in each case to encourage promptness in attendance.

A neat ribbon and button badge as selected by the Executive for the Guelph Convention, the matter,

however, being left open for the present, to see if any better suggestion is submitted to the Executive.

A window dressing competition was decided upon, four prizes being offered for the best four hardware and stove window displays made in Guelph hardware stores during the Convention, a committee being appointed to do the judging.

A Reception Committee, composed of F. C. Lariviere, the Association's first Honorary Member, Past President D. Cinnamon, Lindsay, J. R. Hambly, Barrie, D. Brocklebank, Arthur, Vice-President Occomore, Guelph, and the Mayor of Guelph, was named, and an appropriation made for their use in looking after important visitors attending the Convention.

It was decided that one afternoon convention meeting would be an Executive session, open for retailers only, and that the Exhibition Hall should be open to the public one afternoon and evening only.

Manufacturers of enamelware having advised the Association that they could not consider the extending of extra 10 per cent. given Toronto hardware dealers on tin and enamelware in order to help the city retailers to compete with departmental stores, and that if any change at all were made, it would be to discontinue the extra discount and to place retailers on the same basis as those doing business in outside points, it was decided that no action be taken in the matter.

Secretary Wrigley was authorized to engage such extra assistance as was found necessary before and during the Guelph Convention, and Fred E. Ellis, of A. Welch & Son, Toronto, was named by the Secretary as having consented to give his assistance in handling extra work in connection with the Convention.

A vote of thanks was passed to Jenkins & Hardy, Secretaries of the Canadian Wholesale Hardware Association, for the use of their meeting room, and adjournment was made at 3.30 p.m., when a group photograph of the 1911 Executive was taken for the Canadian Hardware and Stove Journal.

Visited the Exhibition.

Following the meeting of the Executive most of the members visited Toronto Exhibition in a body, calling at many of the exhibits of firms who have displayed at recent hardware conventions in Ontario, the hardware men making themselves heard wherever they went by giving their well-known Hardware Association yell. There sure was some excitement in the Stove and Industrial Buildings when the Hardware Association crowd were making their friendly calls.

The live salesmen at the Philadelphia Made Hardware exhibit came back at the Ontario hardware men with the following verse, to the tune of "Rings on my Fingers":

Sure we've Miller Locks in cabinets,
Keyless padlocks, too.
Yankee Tools to drill holes with and
Disston Saws also.
Enterprise food choppers, Fayette Plub hammers
All "Made in Philadelphia" hardware.

ONLY A FEW SPACES LEFT.

In response to a circular issued on August 12 and mailed to hardware manufacturers in Canada and the United States, about 75 of the 1 spaces in the hardware exhibition to be held at Guelph during the Retail Hardware Convention, February 19 to 23, 1912, have been applied for, some of the spaces being held under option, while the majority have definitely been allotted to various firms, as follows:

Taylor Forbes Co. (four spaces); F. W. Bird & Co.; Ohio Varnish Co.; Sherwin-Williams Co. (option); Martin Senour Co. (option); E. C. Atkins & Co.; Pinchin Johnston Co.; Pratt & Lambert; H. W. John Manville Co.; National Equipment Co.; Dominion Roofing Co.; Benjamin Moore Co.; Gendron Mfg. Co.; Standard Paint Co.; Tobin Arms Mfg. Co. (three spaces); Oneida Community, Ltd. (two spaces); International Varnish Co.; Page Wire Fence Co.; Cummer Dowswell, Ltd.; S. F. Bowser & Co.; Imperial Varnish & Color Co.; Boeckh Bros. Co.; Lowe Bros. (two spaces); Canadian Supply Co.; Glidden Varnish Co.; Brantford Roofing Co.; David Maxwell & Sons (two spaces); Galt Hardware manufacturers (seven spaces); Dover Mfg. Co.; Gillette Safety Razor Co.; Lufkin Rule Co.; Brandram Henderson; Carborundum Co.; Ontario Lantern & Lamp Co.; Onward Mfg. Co.; Gutta Percha Rubber Mfg. Co.; Steel Trough & Machine Co.; Metal Shingle & Siding Co.; Clare Bros. (two spaces); Sanderson Harold Co.; Canadian Heating & Vent. Co.; J. H. Connor & Son; Hall Zryd Foundry Co.; McClary Mfg. Co. (two spaces); Moffat Stove Co. (two spaces); J. Wiss & Sons; Berry Bros.; Gurney Foundry Co. (option two spaces); J. H. Still Mfg. Co.; Harriston Stove Co.; Canada Paint Co.; D. Moore Co. (two spaces); Erie Basket Co., Northern Aluminum Co., and Canadian Carbon Co.

FIRE INSURANCE TIPS.

The Canadian Credit Men's Association offers the following valuable hints to merchants and other policyholders, which they will do well to heed:

1. Are the insuring companies financially responsible and in a position to pay all just claims?

2. Are you sufficiently insured at all times? Remember your stock is much greater at one time of the year than at another. Do you regulate the amount of insurance accordingly?

3. Are your buildings and contents properly described in the policy, and if more than one policy, do they all read the same? Make your description as brief as possible.

4. If you are insured in more than one company it is necessary to have a "Concurrent Insurance" clause in each policy, viz., the written consent on each policy permitting you to insure in more than one company without notifying each company. This is very important. Do your policies contain this?

5. If you use gasoline, acetylene or other lighting plants on the premises, the policies should distinctly permit same. Your policy limits the amount of explosives, gasoline, coal oil, etc., to be carried on the premises. Are you exceeding this limit?

6. Have you paid your premiums and obtained a proper receipt for same?

If you have not complied with the foregoing conditions, you might get little or nothing in case of fire. After the fire your policies are unalterable, no matter how glarnig their errors which appear, and how far they are from what you expected. Examine your policies now. It may be too late to-morrow.

Can you prove the amount of your loss? This can be done only by using the following methods: By stock taking at least once a year. By keeping proper books showing: 1. Your purchases; 2. Your sales both cash and credit. By placing your books in a fireproof safe or vault before closing your premises.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Association.

HOW TO EFFECT INSURANCE.

By W. G. Wright—First Article.

The good old fashioned way of effecting insurance is to wait till Tom Jones or Henry Brown gets after you, and whichever is the more persistent, or offers the lower rate, or has the larger account outstanding, or in fact any other consideration than that of insurance, that one gets the premium. The idea of effecting insurance because insurance is a part of business, of treating it like any commodity which forms a necessary part of the expense account of purchasing on merit; these considerations did not then, and except with the most up-to-date establishments do not even yet get the consideration to which they are entitled.

Now, first of all in the proper effecting of insurance don't wait for the solicitation of agents at all. Sit down and go into the question just as you would were you considering putting up a new building, or purchasing a new stock. You probably have most of your assets tied up in business. You owe the bank and wholesale houses, say half the value of the stock, and you owe perhaps half of the value of your real estate on mortgage. Your net worth is therefore one-half of the value of your property. The mortgagee will see that his interests are protected by an insurance policy assigned to him. The bank is quite as careful. Two other interests in the business are those which may be sacrificed, your creditors and your own; and they are to you the most important, for without credit and without cash a man ceases to be in business and that is just the risk to which you subject yourself when you neglect the most important question which crops up in the transaction of the year.

Go carefully into the matter and decide on an amount that will protect you to at least 75 per cent. to 80 per cent. of your values, and carry that all the year round and then when stock is heavy put on short date insurance to always have protection over 75 per cent. of your values. Don't listen to the talk of the old fogey agent that you can insure only for, and collect only, two-thirds. You may insure for any amount **if you give notice or have a permit attached to all policies, but not otherwise,** and this permit should always be obtained, as it saves enormous worry and puts liability to omit notices out of the question. You can collect every dollar of your loss to one hundred cents on the dollar of value if you have a properly drawn contract, and you will have no difficulty in securing that if you go the right way about it.

Red Ink Variations.

Having decided on the amount necessary, get out an insurance policy and read carefully conditions No. 6 and No. 7. Then set about it to see that you get a proper distribution of insurance. If there are any red ink conditions on the policies decide definitely on one of two things, either you are going to study and master every one of these, or that you are going to have them removed from all your policies. The latter is infinitely the better, and from the writer's experience the only proper course, for after thirty-five years the courts have not decided as to the meaning of one-tenth of them, but they cause endless trouble when a loss occurs. Some of these red ink clauses are very exacting, and it is therefore necessary to draw the contract so as to get past conditions like this:—

"**Gilding, engravings, pictures, patterns, models, prints, books, awnings, signs, store furniture and fixtures, counters, shelving, or verandahs, are not insured unless mentioned in the policy.**"

Don't Sign Applications.

Most emphatically we wish to warn against signing of applications and against permitting agents to make out and sign applications for you. No merchant should, under any circumstances sign an application. The application contains a lot of fine print warranties and agreements and sometimes thirty or forty questions about the meaning of which the courts have wrangled for forty years. The best companies are doing their business without requiring applications, and in the United States the application is a thing of the past. No merchant will have the slightest difficulty in placing all his insurance without signing an application, and to do so is just to hedge around the contract with conditions at best only partly understood by the assured, and which never act to his advantage. **Never sign an application for fire insurance.**

(To be Continued).

RETAIL CLERKS' ASSOCIATION.

The Retail Hardware Clerks' Association of Reading, Pa., is a flourishing organization. The members have just requested their employers for a half holiday during July and August and it has been granted. The president of the association, at the last meeting announced the result of the request, and then very sensibly cautioned all clerks not to take undue advantage of the holiday, but to be at business bright and early the following morning and ready for work. Afterwards there were addresses by a representative of the Aluminum Cooking Utensil Co., who carefully explained the process of manufacturing aluminum cooking utensils, and by a representative of the Miller Lock Co., Philadelphia, who talked about locks and gave the clerks many suggestions as to the proper display of goods and also urged them to keep their counters and shelves neat and clean.

CALLS IT BUYING EXPERIENCE.

The Zenith, a house organ published by the Marshall-Wells Hardware Co., Winnipeg, comments thusly on the proposed hardware jobbing merger at Montreal:—

"The wholesale hardware houses of Montreal have under consideration a plan to merge their interests.

"Up to the present, there have been no successful attempts along this line, as applied to the jobbing business. Manufacturers have turned the trick in some lines, but where competition plays the part that it always has in the hardware jobbing business, the problem has generally been considered beyond the range of possibilities.

"A monopoly is all right,—for the fellow with the monopoly, when other sources of supply are not available. But to monopolize a jobbing business in one city, when there are other interests within a few hundred miles, working independently and decidedly active in their efforts to get business, is new and untried, and—seeing is believing. People before have bought experience."

Salesmanship Essential to Success

FAIR TREATMENT PAYS BEST.

"If I were that traveler I'd teach you a lesson," said an Oakville hardwareman to a retailer in another line of business the other day. "He came in to ask you to look at his goods and he acted very courteously. Yet you treated him as though he was a smallpox patient or a dog."

This hardwareman has the right way of looking at things. He treats every traveling salesman as he would a customer, and so long as a salesman does not presume upon his friendship he is always a welcome visitor, even though he cannot always receive an order. And it pays the retailer to be friendly with the travelers, as he can tell of quite a number of "snaps" he has been "put next to" by friends he has made amongst the salesmen who call upon him. The traveler is but human, and he reserves the "tips" he has to dispense for the men who are considerate in their dealings with him.

HELP SALESMEN TO LEARN.

The principle of holding annual conferences and banquets of staffs of jobbing and manufacturing concerns in order to discuss the successes or shortcomings of the previous year, and to make plans for the future, is meeting with more and more favor among the trade, and many retail firms are now taking up the idea. These serve a dual purpose. The salesmen and heads of the firm become better acquainted wtih one another and all are given a stimulus to do better work than in the preceding year. They are, therefore, to be commended.

When a manufacturing firm once begins these events they are made annual affairs. The fact that they create a better feeling between salesmen and the heads of the firm, is probably the best justification for their propriety.

The more the retailer shows his salesmen that he is interested in their success and wants their cooperation, the better will their work be in the future. Have them make and discuss suggestions for improvement in the buying, selling, displaying and advertising and watch their interest in the business grow.

EARN MORE TO GET MORE.

No employer advances the salary of a man merely in the expectation that the man may thus become worth more to the concern. The employer knows that an expectation of that kind would be foolish. When salaries are raised, they are raised to meet the grading value of men who are earning more than they get. The business man knows that to keep good men working for him he must pay them according to what they do, not what they would do if they got more money.

In all kinds of business where men are employed there is a large class of clerks and other wage-earners who work only for pay day. They are continually haunted by the fear that they will do more than their neighbor, who is paid the same, or that they will wear out their brains in order to make another man's fortune. They will always continue to work for pay day, and their envelopes at the end of each week will always contain the same amount of money—or less—for when a man lacks interest in what he is doing he soon begins to fall off in his earning power.

On the other hand, the men who keep interested, who are not afraid of doing more work than they are paid for, and who are not so much worried about wearing out their brains as they are about using them too little, are the men who forge ahead and whose wages are advanced.

Business men have long ago learned that such men earn more than they are paid, and while their salaries may never keep pace with their value—there would be no profit in employing them if such was the case—they at least are progressing, and soon will leave their pessimistic friends far behind.

There is another point which the young man who goes out after success soon learns; it is, that when he does another man's work he must do it better than his predecessor did. For instance: If one bookkeeper or clerk takes the place of another, he will attract no attention as long as he does the work exactly as it was done before. If he does not do it as well, he will not be likely to last very long in his new position. But if he does it better, he will be noticed and will stand an excellent chance of forging rapidly ahead.

All young men are naturally anxious to earn more money, to obtain, somehow or other, that valuable and useful thing which is known as success. If you are a clerk in a hardware store, seize upon the good that is there. You get good by giving it. You gain by giving—so give service and cheerful loyalty to the institution.

Every employer is constantly seeking for people who can help him make his business grow and prosper. Naturally he is also on the lookout among his employees for those who do not help, and eventually everything and everybody who is a hindrance has to go.

Don't allow clerks to stand behind your counters when their personal appearance is such as to be a detriment to your business and a disgrace to the clerks themselves.

Boil down your advertising. Every unnecessary word costs money and detracts from the strength of the sentence. People do not read advertisements as an intellectual recreation. They read to find out what the store has to offer, and the price. If there is a desription to be written, make it short as possible, consistent with clearness.

SENSIBLE SUGGESTIONS FOR SALESMEN.

Written for the Journal by W. J. Illsey.

This for the man or boy who chooses the hardware business for his life work:—Always remember that nothing which comes your way to do should be thought too menial or distasteful for you to do. The successful men are the ones who have done the very hardest and dirtiest work at the first. The time comes and surely when the man thus "broken in" comes to his own in promotion to the "best place."

A satisfied customer will do more real paying advertising for your store than a full page advertisement. Be sure that your customer is always satisfied, and you will have the pleasure of knowing that he will come again.

The man who was "so busy" that he couldn't do such and such duties is too busy to hold down the good jobs. No man should ever be "too busy." Remember that the one who can always listen to and take orders from his customers is the man to whom customers will come again and again. Merchants always appreciate the salesman who makes friends among his patrons, and he will reward the salesman accordingly.

Study to be as attentive to every feature of your employer's business. Don't ever think that because you are not the loser that you don't lose sometime. You cannot help but lose, and the loss to you will be just as severe or more so than the loss which your employer has through your carelessness.

The great pleasure of business life is, or should be, to make your customers feel as well satisfied when they leave your store as you would like to be when you leave any place of business. Remember the Golden Rule and stick to it.

KNOWLEDGE OF GOODS MAKES SALES.

By D. Adams, Iver Johnson's Arms & Cycle Works.

What is this thing "Personality" which is always being dragged in to explain phases of salesmanship which do not readily yield to analysis? I have been studying its influence on myself lately.

My neighbor and I like to sedately and stiffly throw a ball about before supper these first pleasant spring afternoons and I went into a store the other day to buy a ball. The clerks were all busy and I grabbed the errand boy and made him wait on me. That kid knew more about baseball stuff than Spaulding himself. He loved it. He fairly hypnotized me. He made me give up $1.50 for a ball with some kind of a fancy center, $3 for a first baseman's mit, although my neighbor usually gets it to me on the first bounce, $1 for a bat that Ty Cobb uses, and I believe he would have sold me a uniform if a regular salesman hadn't butted in and stopped the carnage. I was surprised later to observe that the kid was a homely, illiterate little runt without a spark of human intelligence in his face. It seems, however, that he is the champion kid pitcher in town.

Now, there you have an almost perfect example of a "personality sale." The kid isn't a salesman—never will be—he doesn't know enough. But he can sell baseball stuff. Why? it's perfectly simple. He knows the goods—knows them in the same way a mother knows her child. Even see a mother who couldn't interest you in her baby?

When that kid begins to tell you things about a baseball, you believe him—that's all there is to it.

Personality in salesmanship is that force of mind which inspires belief. It is a force which springs from knowledge.

It doesn't make any difference to me how attractive a salesman is, what his taste is in cravats or how many words he spills to the minute, providing I don't believe him.

I simply cannot buy stuff in a department store. There is something about the vapid chatter of the low grade salesmen that excites uncontrollable suspicion—about the feeling one would have if a veterinary were to operate on one for appendicitis. When a department store succeeds it is in spite of its clerks. They are so obviously ignorant of the goods that I don't dare to do business with them. I remember one Christmas I asked a girl in a book department for a Temple edition of Hamlet. "What author, please?" she asked, smartly. "Richard Harding Davis," said I. "Mamie," she bawled to the girl across the aisle, "have we a Temple edition of Hamlet by Richard Harding Davis?" and everybody laughed. Could that girl have influenced you to buy books?

What a wonderful, fascinating college it is—this college of salesmanship. What a tremendous curriculum. Contemplate its library of a million volumes. Reach down into a keg and pull out a nail—have you ever read the story of that nail? Take a revolver out of the show case—have you ever read its story? (I have been reading that book for over a year and it's the most fascinating story I have ever enjoyed). An ice cream freezer is a twelve-volume masterpiece of human interest. Have you ever read it?

A bicycle—is it to you a piece of running gear or the embodiment of the most colossal mechanical achievement in the history of the world?

What do you know about steel, nickel, copper and aluminum? What do you know about tempering? What do you know about mechanical principles as demonstrated in twenty articles within reach of your hand? What do you know about the chemistry of paint?

Every article in your store represents a splendid story, and you have not finished your course in salesmanship until you have read them all.

THOUGHTS BY THE WAYSIDE.

By W. J. Illsey.

The man who succeeds in his favorite work, is ever and always a man who won't shirk; and he wishes to say to all who would win, that it's easier far to work with a vim, than doing just simply what things must be done, and watching for quitting time ready to run. If you would climb high up on life's rugged way, you must keep on a-moving and hustling each day, and do in the very best manner you know, all duties which offer, and be on the go, to find if your customers feel as they leave, that your service has pleased them—you'll hardly believe, how pleasant and easy your work will become; and, lastly, the best part—the boss's "well done."

SERMONETTES

By Myra Maitland

THE DEAD THINGS ON THE SHELVES.

Has that energetic and aggressive traveller "stuck" you for something you can't sell?

Are you repenting for the dead things on your shelves, and vowing that Never Again will you be overpersuaded into buying?

Repentance and vows are all right.

Don't buy things you don't want—and, above all, don't buy things the public doesn't want.

For every cent the retailer loses through buying too little, he loses two through buying too much.

But he wouldn't lose anything through buying too much if he put his shoulder to the wheel in the Selling Game.

If you're overstocked in any line, if it's too late to be cautious, don't lie down under a dead loss.

If there are dead things on the shelves—push them off the shelves.

Extra profit is wiped out if, at the end of the season there are a lot of goods on hand which must be sold at a sacrifice or carried over.

If you sell at cost (or less) you supply a demand that should have yielded you a profit.

Don't be afraid of yourself. Put your shoulder to the wheel. If the customer won't come to the goods, take the goods to the customer.

Tell him about them.

Maybe you'll find that some of those Dead Things are really not as dead as you thought them.

Window and Newspaper Advertising

WINDOW DISPLAYS FOR FALL BUSINESS.

Written for the Journal by W. J. Ilsley.

There are times during the year that your window displays bring better results than they do at other seasons. But the best paying displays, to my mind, are those of the Fall. Live merchants can and do realize that after the selling of produce and the season's grain crop, there is more easy money, and also the easy spending feeling is in the hearts of the populace. Therefore, make your displays as attractive as possible, change them regularly every week and use plenty of printer's ink to let those who do not pass your store know what you have for sale, and at what prices. Don't wait to let the other fellow show seasonable lines first. Be in the lead and keep there.

An Easy Stove Display.

Select the stoves to be shown, and if you have large enough windows to show a number of stoves at one time, do so, and early in the season. Drape your windows with fresh, white cheese cloth, pleated to give a soft back. Cover the window bottom with the same material. Have all stoves to be shown polished to the finest finish. Hang at the back and ends of your windows, stove boards, ash shovels, coal scoops, coal hods, ash sifters, etc. Place your stoves (each on its own stove board) in place, and then at the front and close to glass show a goodly assortment of nickelled teapots, teakettles, stove brushes, polish, pipe varnish, lid lifters, aluminum paint for pipes, and all the many lines as go with stoves and heating apparatus.

Hang plain price cards on each stove, and have large cards made, 14 x 22, to read:



Saw and Tool Window arranged by A. Ray Burrows for the Mills Hardware Co., Hamilton. See Page 77.



Saw Window arranged by Roy Gilmour for Fletts Limited, Vancouver

"Heating Stoves" that look well, heat well, wear well. We sell them. Prices, $5.75 to $61.00.

"If you buy a Heater from us you will buy the best. Our prices, $8.00 to $45.00."

Where two windows or more are available for stove displays concurrently, have a companion window along with heaters, displaying your leader range. Use the same background as in the heater window, and have cards drawing attention to its strong points. Hang a plain price cards on the range, or if a special price is being given on it, mention it on the price card as, "Special Cash Price for this Week, $33.35." Fill background with cooking utensils, enamelware, tinware, etc. All the lines being those used about the kitchen. This latter window may be featured as a Thanksgiving Window, if so desired. Have cards to read making reference to the Thanksgiving season, as:

"You will always have cause for 'THANKSGIVING' if you use a ——— Range. Price, $33.35."

"Your Thanksgiving Turkey will be done to a turn if roasted on a ——— Range. Special Thanksgiving price, $33.35."

Then use a goodly or complete background of covered and ordinary roast pans, mincing knives and machines, wooden chopping bowls, pie tins, pudding pans, etc.

Another Sporting Goods Window.

Use background of white cheese cloth and bottom of dark green. Construct rack to hold guns and rifles, right across back of window, where they may be easily reached. Fill this with as many guns and rifles as you can spare, or all your stock, for that matter. If enough arms are in hand run this rack across both ends and back and fill with them. Then at top of background and ends hang hunting coats, waders, hunters' sweater coats, gun cases, etc.

On window bottom display your full line of loaded shells,

loading tools, cartridges, revolvers, hunting knives, hunting boots, shell extractors, etc.

Have price cards of your loaded shells, your guns, and announce if you rent guns and what you charge.

A large card, 14 x 22 would be worded effectively thus:

"We supply the best hunters with the best hunters' supplies. Let us supply you."



VANCOUVER WINDOW FEATURING HANDSAWS.

The accompanying window display, in which Simonds saws are featured, was dressed by Roy Gilmour, with Flett's, Limited, Vancouver. It suggests ideas in displaying saws which ought to be of service to other trimmers. The hanging of the saws by ribbons from the ceiling and the display of about a dozen on elevated stands in the center of the window, is done in very attractive fashion. Mr. Gilmour is winning quite a record for himself as a result of his fine displays.

GOOD FISHING SCENE WINDOW TRIM.

A fishing scene made by the William Doerflinger Company, of La Crosse, Wis., had as a background a scenic picture representing a lake with the pine woods in the distance and being realistically painted it gives a very handsome view from the front of the window. The water effect is excellent and serves to heighten the effect of the front of the trim, which of course is the base of the window itself.

The figures representing boys fishing from the end of a dock made of logs, while the ends of the windows have real trees in them to add to the naturalness of the scene. Practically all of the goods shown are articles used in fishing, and these varieties are displayed on the floor of the window so that the outside observer can see them at first hand. Aside from some fishing rods, dip nets, etc., and a camp chair or two, the articles shown are small ones, such as artificial baits, sinkers, corks, reels, lines, etc.

The attention of the passer-by being once arrested, he can look over the assortment of articles that are shown.

Fall is the hunting season, and as many campers go early in the fall for their outings into the woods the store handling this class of goods would do well to feature it for the next month or so in their window displays.



FISHING DISPLAY OF THE WILLIAM DOERFLINGER COMPANY WHICH MADE A DECIDED HIT.

Seasonable Hardware Advertising

Readers of the Journal are requested to forward samples of their Ads., Circulars, etc., to the Editor.

The passing of Summer and the arrival of the first cold spell should be a reminder to hardwaremen that more energy must be put into the store advertising, and larger space taken in the local papers during the next three or four months. Retailers should double their advertising space during October, November and December, closing up with even larger space during the two or three weeks before Christmas.

Already two good examples of large space advertisements have been received by the Journal. One is a large seven-column advertisement devoted almost exclusively to guns and ammunition, the ad. being inserted in the Hamilton Spectator by Stanley Mills & Co., on Saturday, September 9. Under two scenes picturing hunters shooting duck and deer, was the announcement, "The season for game shooting will open in a few days. We are ready now to supply hunters with all requirements for guns, rifles, ammunition, clothing, tents, camp supplies—in fact all you will need except the game."

Then followed this paragraph: "Absolute reliability is the prime requisite of all firearms and ammunition. The safety of human life rests upon this feature—as well as the success of the hunt. For this reason we exclude from our stocks all but the best known makes of these goods—makes that are backed up by honest guarantees. In buying any of the items mentioned here, you may be sure that, however low the price, there's thorough quality, reliability, and lasting satisfaction to go with every purchase. Look over these particulars—it might be a good idea for you to save this page for future reference. Be sure to see our windows next week."

M. Weichel & Sons, Waterloo, and Elmira, each September usea page space in their local paper to feature the opening of their Fall campaign. The large space makes it possible for them to use quite a number of engravings supplied by manufacturers and to quote prices on numerous lines of goods, which could be only barely mentioned in a smaller advertisement.

A number of advertisements clipped from local papers throughout Canada are reproduced, that of James S. Neill & Sons, Fredericton, N.B., being particularly striking in that it is well displayed and features one particular line of goods.

R. P. Butchard & Co., Owen Sound, also use liberal space, and their ad. is well arranged, but it is doubtful if they are wise in advertising the "dozen kinds of heating stoves." They would probably get more satisfactory results by centering their efforts upon one or two lines.

The Howell Hardware Co., Goderich, use a large space and give very interesting talks regarding two seasonable lines. The display isn't as good as it ought to be, however. A little more might have been said about stoves and ranges where cuts are not used and a large space taken. A combination of the Howell advertisement with that of Gardner & Co., Woodstock, would make an effective arrangement, a strong introductory paragraph being written about some seasonable lines, followed by shorter particulars and prices on various items which it is desired to feature.

Heating and lighting goods are seasonable reminders, and announcement of W. R. Keyes, Lindsay, that "Now it the time to instal your heating" is very much to the point. Likewise the smaller single column announcement, "The lighting season will soon be with us again."

For a small space the advertisement of T. J. Egan, Halifax, is quite effective, emphasis being placed upon various classes of goods and a range of prices being quoted along with names of various makes carried in stock.

Another of Rice Lewis & Son's attractive series of advertisements is reproduced, their long single column style being particularly effective in following out their plan of featuring one or two seasonable articles in each of their advertisements.

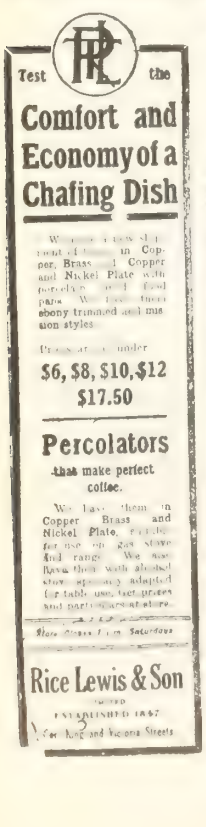
It's a good plan to adopt a certain style and develop it to a point where readers of the papers can recognize in a moment your firm's advertising from amongst other ads in the various papers.

Peck, Stow & Wilcox Co., 27 Murray St., New York, are manufacturing an improved tin pipe former, a large size of which may be used for forming stove pipe.

Maxim Silence Fire Arms Co., Hartford, Conn., have issued circular describing Maxim Silencer, giving information regarding different models of rifles to which it may be attached.









New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Page Wire Fence Co., Walkerville, has put on the market a new Page press, for baling waste paper, etc. This machine is invaluable in factories and offices where there is a lot of waste paper. Every one knows the nuisance disposal of waste paper causes. Burning the stuff is unsatisfactory, but with this machine, all that has to be done is to dump the paper in and, when full, run the plunger down to pack the paper partially, an operation that requires but 15 seconds. This is done from day to day till the press is full and then the final pressure is put on and the bale is wired and ready to be sold to the junk man. The machine occupies a floor space of but 3 feet by 2 feet 10 inches, and its height is 5 feet 8 inches. It has a pressure of 4,000 lbs., and costs $35.00.

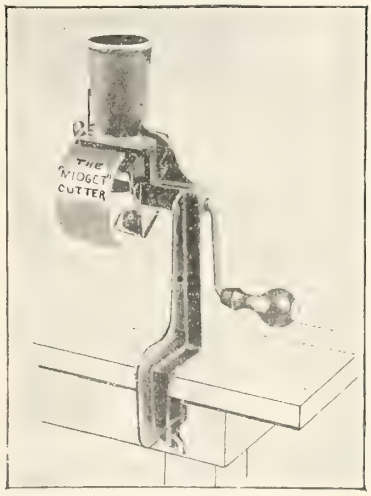
Onward Mfg. Co., Berlin, Ont., are handling Grab's Wonder Lighter, a device for lighting gas jets, gas stoves, etc. This article reduces fire risk and saves annoying litter of burnt matches and unsightly scratches on wall paper and woodwork. It works perfectly in a wind or damp atmosphere. Each lighter is good for 5,000 lights and retails at 25 cents each, with extra spark tips at two for 10 cents.

Benjamin Moore & Co., Toronto, are introducing this year a cement coating for concrete, cement, brick and plaster surfaces, both interior and exterior. It is a durable, waterproof and artistic treatment, always ready for use and a very quick and hard drier. For cement floors it is particularly recommended, it filling all the pores in the cement and forming a solid bond.

Page Wire Fence Co., Walkerville, are introducing wire baskets in three different sizes, half bushel, one bushel and one and one-half bushel. They can be used in many ways, on the lawn, for carrying grass clippings, in the garden for washing vegetables and general carrying; in the factory for handling small parts, on the docks, for handling fish. For the latter purpose, they are absolutely without equal, as they are easily cleaned and are absolutely rust proof. They are made from one piece of double crimped hard steel wire cloth, about 7-8 inch mesh. It is clinched on a heavy frame and very strongly braced.



Ball Bearing Jack.



Midget Food Cutter

Duff Mfg. Co., Pittsburg, Pa., are introducing two new journal jacks, known as Nos. 52 and 53 Duff Improved Ball Bearing Journal Jack. These are improved types for the rapid and convenient removal or replacement of journal brasses in freight cars, passenger and pullman coaches and for general railway service, where short, light and powerful jacks are required. They provide a positive stop, which absolutely prevents running the lifting bar too far out of the jack. They are easy to operate, and no expense has been spared to make them the highest grade journal jack on the market. They are very light and can be easily transported. When placed under the work, they raise the load on the downward movement of the lever—the most convenient stroke.

Theodore J. Ely Mfg. Company, Girard, Pa., has put on the market mop holder No. 22, here partially shown. It is intended to hold floor mops for dusting and polishing hardwood and parquetry floors. The holder is both light and strong, and by means of it there is no necessity for the user to kneel or stoop as when using a cloth.



Aluminum Coffee Percolator.



Mop Holder

Landers, Frary & Clark, New Britain, Conn., are introducing a new aluminum coffee percolator, No. 476, which differs from all other pots in that it begins to pump as soon as the heat is applied to the foot and completes the percolation before the water boils. When heat is applied to the foot of the pot the water is luke-warm, but it quickly increases in temperature as the pumping process is going on, and is forced up through the tube and falls on the spreader plate and it is evenly distributed over the coffee, from which it percolates down to the pot again. This pumping continued until the water reaches the boiling point when water and steam together come up through the tube. The coffee is then ready to serve. Leaflets describing the percolator are supplied to dealers bearing local merchant's imprint.

Goodell Company, Antrim, N.H., are introducing the Midget food chopper, a small sized machine, which cuts from 3-8 of an inch to 2 inches. It is simple and durable in construction, has no gears or springs and is made entirely of iron and steel, being cleaned by pouring boiling water into the hopper.

American Woodenware Mfg. Co., Toledo, Ohio, are introducing a plant and tree tub, made of quarter white oak, trimmed with brass hoops and made in seven different sizes, from 6 to 14 inches in depth. Another line which they manufacture is the American Plant Tubs, made from everlasting red cedar. The tubs are well finished and made in eight sizes, from 11 1-2 to 23 3-4 inches in depth.

David Maxwell & Sons, St. Marys, are introducing a line of food choppers, which, before placing on the market they have tested thoroughly in order to make certain that the line will be satisfactory and a credit to the Maxwell Company. The food cutter is designed to cut or mince any size, they being made with a fine finish and of super-quality of material. Canadian hardware men will be pleased to have an opportunity to push the sale of a Canadian made food cutter.

Miller Lock Co., Philadelphia, are introducing a keyless padlock, which can be opened in the dark without a key, as it is designed on the same line as the keyless chest lock, made by the same company, for use in post office boxes, steel lockers, etc.

Keystone Farm Machine Co., York, Pa., are offering a new line of steering sleds known as the Ice King.

N. R. Streeter & Co., Rochester, N.Y., are putting on the market the Streeter French Fry Potato Slicer, for cutting raw potatoes into fingers 1-2 inch square. The machine has ten knives and weighs 35 lbs.

Business and Store Management

COLLECTING BY BANK DRAFT.

By F. J. Cragg, Halifax, N.S.

The collection of accounts by bank draft is not, evidently, as well understood in the States as it is in Canada. This assumption is evidenced by the frequent apologetic letters we receive preceding the issuance of a draft. To the ordinary Canadian mind this apology is not necessary; if that which the draft is made for is due according to the terms of the seller or by agreement with the purchaser, the buyer feels that he must strain a point to pay a draft when it is presented; besides this, bankers look upon merchants who accept and pay their drafts promptly more favorably than they do upon those who evade or postpone such payments. Why should this not be the case?

The banker receives all drafts presented to him for collection and immediately transfers the amount thereof to the credit of the customer's account, that is, of course, if the bank has confidence enough to extend to the depositor of such drafts a credit equaling his amount, and the merchant or manufacturer can draw against this credit the same as if he had deposited a similar amount in cash. Should any of these drafts be returned unpaid, of course, the merchant has to immediately make payment to the bank.

To summarize, the advantages of the system are: It enables the borrower to get his money on fairly good collateral security quickly; it places the collection of accounts in the hands of the bank, which can do it in a more thorough and businesslike way than even the merchant; it places money in his hands at the very time he wants it, and, as far as the customer is concerned, he need not give the same attention to the paying of his accounts as he otherwise would have to do to obtain his cash discounts and retain his good credit, depending upon being drawn on to settle them.

Now, why should a man who is inclined to pay his accounts promptly object to a system of this kind? Most men in business carrying large stocks and many credit accounts constantly require all the money that is due them; every merchant knows that although he may have thousands of dollars of good credit accounts on his books, if he wants to get hundreds he cannot get them without having to go down on his marrowbones to some one who should be under a compliment to him.

We are not claiming that the collection of accounts by draft, or the accepting of all drafts made, is going to remedy all the difficulties in connection with business or even with its credit side, but we do claim that there is a quid pro quo or "reciprocity" between the buyer and the seller, which is well worthy the consideration of those who have to do with the collection of accounts.

IT PAYS TO KEEP THINGS IN ORDER.

To keep a good store doesn't mean to keep neither a parlor display or a junk shop—the one is as bad as the other. To have bargains that shall attract a great number of people does not mean that the market shall be scoured for stuff that somebody else doesn't want and won't buy, but which can be purchased at a very low price and laid out to sell at an accordingly low figure. All bargains do not come in mussed packages and tumbled assortments, and the store that gains its bargains from such sources only is a veritable junk shop.

The general public is not attracted so much by a pile of stuff that looks like an emptied-out grab bag as it may be attracted by a quantity of stuff that is clean and merchantable and still has been placed on sale at a low price. The retailer who buys job lots of merchandise that comes in damaged cartons, under broken and torn wrappers, or [illegible] can make more profit and swifter sale if he will put it in order before placing it before customers. Maybe a woman will buy a job lot of mussy merchandise on account of its price, but if that merchandise be put in presentable condition for any sort of inspection, there will be two women to buy from it instead of one.

The man who buys more than he can reasonably use because it appears to be cheap, does himself damage. He might be safer to buy from regular lines and only such amounts as he could use. It is good merchandising to be able to refuse something that can not be readily used as to be able to select only what can be easily disposed of. The man who buys a job lot of hosiery, for instance, does himself a favor by seeing that hosiery put into good selling condition before it is offered to his customers. A job lot of goods carefully assorted and graded may do a store some good, while the same lot of stuff put into a miscellaneous heap compels the judgment that the store is really more than a pretentious junk shop, and people expect to buy accordingly. It is easy to put things in order; it is also profitable. Why not do it?

STARTING A CASH BUSINESS.

The following draft of a letter to be used by a retail firm commencing to do a cash business, is submitted to readers of the Journal by "F. W. S. D.," one of the traveler members of the Ontario Retail Hardware and Stove Dealers' Association, who has on many occasions shown his interst in the welfare of the retail trade.

Letter to Retail Customers.

John Smith, Smithville:

Dear Sir,—The old adage that "money makes the mare go," is still applicable in these days, and for this reason we are starting out to do a strictly cash business. In this way we will cut out the occasional loss of a credit account, and the expense of bookkeeping, and thus be able to quote considerably lower prices on the general run of goods, in fact we purpose meeting prices of catalogue houses, as they get the credit of selling cheaper merely because they sell for cash.

Let us point out here the advantages we will be offering you. In the first place you see the goods before you buy, and you get exactly what you buy. In the second place you do not have to send your money away before you get the goods, you save the trouble of writing letters, and save paying postage, commission on money orders or bank cheques, you save express or freight charges.

Where you buy from catalogue houses you must send your "money with the order, "and they do not buy your produce. We will take anything you have for sale at highest market value, the same as cash, or in trade.

We do not expect to own automobiles or magnificent pleasure yachts, nor palatial residences to live in, nor will we be able to spend thousands of dollars in advertising. These things the proprietors of mail order houses can do, and their customers pay for them.

Give us an opportunity of showing you that we can and will do all we claim. By selling for cash, we will be able to buy very close, and take advantage of all cash discounts.

Everybody knows the best goods at moderate prices are the cheapest. It has always been our aim to handle the best and most serviceable goods. Our motto is "Best Goods at Lowest Possible Prices," quality being the first consideration.

Sincerely yours,

Business Methods that Win Success

Some of the out-of-the-ordinary plans adopted by retailers to bring trade to their stores.

MANAGING A RETAIL HARDWARE STORE.

By W. J. Illsey.

An immense subject this surely, but not an overly hard proposition provided the manager is a man who knows men and hardware. The first knowledge, that of knowing men, is very likely the hardest to gain. It takes long years and strict observance of every-day business life to learn how to get all that you should get out of your employees.

First of all be honest with your men always. Gain their confidence and they will do more for you. Know them in more ways than merely as your paid helpers. Find out their tastes, how they spend their evenings and holidays, and you will be better able to know whether you can work together successfully or not.

Have every man feel that in you he has a friend to whom he can come and discuss freely whatever troubles or suggestions he may have. Also have every man know that you are manager. Not in a "bulldozer" way, but in a firm, respect-demanding way. Also when you have anything to say to your men go to them and tell them at once what you know, and put them on their honor as to whether they are doing right or not. A feeling of business affection (which is closely allied to every day common affection) does more to help business along among employer and employee than all the rest of ways combined.

The second knowledge necessary is that you, as manager, must know your goods and stock thoroughly. Not in a minute manner, but in a general way, so that you can give reliable information to your customer any time he asks it. Have your clerks always keep the stocks complete so far as possible. Nothing hurts your business more than to have people come looking for goods at your business place and you cannot supply them.

The successful hardware manager must read all good reliable news regarding hardware business methods and goods. Watch and be posted on all new lines, and whenever a good thing presents itself through the columns of the trade paper stock it.

The quantity of stocks to carry depends upon the district and buying qualities of your community.

Give attention to every detail of your business through your subordinates, such as the keeping in proper, cleanly condition of all stock, the best displays in your windows, the advertising and publicity of your concern and the delivery of all goods sold.

Make each man feel that he is just as responsible for the business' success as you, and that it cannot succeed if all do not work together. Pay your men their proper wage always. If they come to you saying they are not being paid sufficient, and you consider differently, tell them so and why. Many good men have been made by a friendly chat of this kind, which lets him know how you view his services. Possibly he will not think as you do, but you have done him a service, and if he quits you are not to blame.

Follow the Golden Rule: "Do unto others as you would that they should do unto you."

MANUFACTURERS' CIRCULARS SELL GOODS.

"One of the best advertisements we have," writes W. G. Pow, of Pow & Wilcox, Tillsonburg, "and with no expense, is in placing in every envelope that leaves our office addressed to one of our customers, a small circular (envelope size) of a K. K. safety razor. It is surprising the number of people who either bring back these circulars and ask to see the goods, or ask to see the razor you sent them a circular about. In this way the sale is half made, for if the goods are right and you have confidence in them, it is a pleasure to show and sell them.

"There are many lines a person can advertise in this way, such as a washing machine, a brand of roofing, or some article you know is right and that you can make a profit on.

"Many retail men consign such circulars received from jobbers or manufacturers to the waste paper basket, because they think it too much trouble to enclose them. It is our experience, however, that this simple method of advertising costs nothing, and if closely watched will yield a nice profit."

BROCKVILLE MERCHANT FEATURES WALL PAPER.

R. H. Smart, Brockville, who some time ago closed up one of the entrances into his double store, has his doorway on the hardware side of the store, and uses the roomy front corner on the housefurnishings side as a sales room for wall paper, lighting fixtures, brass and copper wares, etc. All of these lines carry a good margin of profit and the convenience and seclusion of the housefurnishings department help in making many sales. The stock of wall paper is kept upstairs, while racks and tables are used to show the sample books to customers.

INSPIRES CONFIDENCE IN CLERKS.

Mr. White, of the Collingwood Hardware Co., Collingwood, Ont., is one of those broad-minded men who wins the confidence of his store staff by making them feel that they are factors in the business.

A specialty salesman called at the Collingwood store a couple of weeks after the Peterboro convention and commenced to introduce his line. "Boys, what do you think of these?" said the store manager, calling the various members of the staff who were disengaged. And "the boys" were made to feel that they helped in the buying.

The good practice is followed also of having the salesman give "the boys" a talk on how the goods can be sold, how they are manufactured, etc., thus enabling the store salesmen to impart knowledge to customers when sales are made.

SELLING HARDWARE FROM A TENT.

In the July issue of the Journal reference was made to the destruction of Franch A. Child's new store at Cochrane, Ont., in the big forest fire which swept Ontario's most northerly town on July 12. Mr. Child immediately had several car loads of hardware and builders' supplies shipped to him at Cochrane, and on Monday, July 17, was doing business in tents in the burned town.

A view of Mr. Child's temporary quarters is shown,



shovels and other articles being seen at the entrance to the tent, while iron pipe, etc., is stocked outside in a clearing between piles of debris left by the fire.

Mr. Child plans to erect one of the best hardware stores in Northern Ontario, but in the meantime will be forced to do business under difficulties in the temporary quarters. In his three stores at Cochrane, Matheson and Kelso, he is turning over close to $100,000 per year.

Stoves and Housefurnishings

TURNING THE TRICK BY COMPARISON.

By Josiah Crabtree.

Jim Haskins had settled in Mud Ridge and started a bran new hardware store. He had purchased a new outfit throughout, counters, silent salesmen, etc., and the front was adorned with two elegant plate glass windows in which he changed the display every week, after the most approved fashion, making the lay out look as "temptin" as possible. The shelves of the store were stocked with first class goods only, for he intended to make a name for himself as a dealer in the best.

In a former place, Jim had been accounted a good salesman. He was neat and pleasing in appearance and a good talker, omitting a few of the telling points in the article that he happened to be selling. In spite of all these favorable symptoms trade at his store was at a standstill and his competitors were getting by with the sales and putting it all over on Jim, who was, in consequence, somewhat blue in his "noodle."

He couldn't figure out just why so many people went out of the place without purchasing, after he had showed the goods and done his level best to make a sale. "Yes, that seems all right," they would say; "but I believe that I'll not buy today. I'll look farther."

You have all listened to that tune and know that it generally means that the customer will go somewhere else and buy the same article at a reduced price. Jim talked his head off against cheap goods and the mail order houses, but it didn't do one bit of good. The customers continued to go elsewhere just the same as they had been doing previously, and the sales were practically nothing.

At last Jim got desperate. Unless something was done, and right speedily at that, he stood to make a complete failure in his venture, and the prospect lay before him of many long years of clerkship, provided even he could get his old job back again. So he walked out of the store one morning determined to get at the secret of his lack of success, if he could. He went down to the station and viewed the pile of freight that lay there from some of the mail order houses hundreds of miles away. He looked into one of the show windows of his competitors. There he observed some goods that were marked at least 40 per cent. below what he was selling the same articles for.

One of the wash boilers had a handle on crooked and the rim of the cover was also started. The boiler had a dent in it and it looked as if the seams were poorly pressed together. Jim continued to look into the window. An idea was beginning to form in his mind. He saw that a line of enameled goods, marked for less than he sold them for, were coated very thinly, and in some places the enamel was cracked off a little. The idea now came to him and he returned to his store to work out the details to his satisfaction. He figured that mere talking had failed to convince the customers of the mistake in buying cheap goods, so he must make the argument stronger by an actual demonstration and a visible comparison of both lines of goods in question.

All his goods were high priced, in their respective line. He did not have a low grade article to use as a reference. So he went back to the desk and wrote out an order for a small line of the very cheapest boilers, kettles, pails and various other articles and sent it in with a special delivery stamp on it. In due time the goods arrived.

He now had in his possession something to measure values with, instead of merely talking prices.

The first customer that happened to come into the store, after he had arranged his cheap goods where they were handy to reach, was an old washer woman, who wanted a wash boiler. "Right this way, Madam," said Jim.

"Now here we have our regular line of wash boilers [illegible] we can guarantee. There are none better in the market, and if one gives out in two years you bring it back and get another."

"What's the price?" inquired the lady of the tubs.

"$2.00," replied Jim.

"Too much, I can buy one for less than half of that price," answered she.

"Sure you can," answered Jim. "We have them too, but I thought that you wanted a good article and one that we could stand back of. Here is one that you can have for seventy-five cents, but you must take your own chances on it, for it really is not worth taking home. If it leaks on you, or the handles come off, that's your look out, not ours. It's the lowest priced boiler in town."

"I want me biler to be a good one and not give out," said the customer," and if you'll make good the repairs for two years as you say, I'll take the $2.00 one."

Pretty soon after that the janitor of the schoolhouse came in and wanted to buy a pocket knife. "Here is one that's all right for $1.50," said Jim. (He made it a point to show the reliable articles first and to mention the price at the same time.

"Don't want it," replied the janitor, "it's too good for my business."

"All right, then, here is one that I can let you have for forty-nine cents," said Jim. "Nothing like it in town. Just try the two knives on this piece of hard wood." The janitor took the $1.50 knife without further remarks.

Not long after a lady who kept a boarding house entered the store and wanted to look at some kitchen ware. Jim was pleased to show her a very fine line, BUT (as ever before) the price asked was too much. He at once switched to the low priced articles, which he trotted out for her inspection, with the result that you could not have made her a present of the cheap set. Thus it went all day long. Jim did not lose a single customer and none went away unsatisfied.

It turned out better than that, for the washerwoman came back the next week and bought a clothes wringer, the janitor came for several galvanized pails, and the boarding house lady purchased a carpet sweeper. Jim had found that visible comparison just beat the boots off all the talking that he had been able to do against cheap goods. Let the customer see for himself (or herself) just what the cheap article looked like when it was stacked up against the better goods, and the customer took the first class goods in 99 cases out of 100. Nobody wants to get "skinned," but they fail to make the distinction in values unless it is actually brought to their notice on the spot.

When they got the idea that they were paying out something for practically nothing (if they purchased the cheap article) they shied every time, with the result that Jim's sales began to mount up, and in less than three months his trade was established.

ERROR IN ADVERTISEMENT.

In the advertisement of the Canadian Heating and Ventilating Co., Owen Sound, in this issue, the name of M. C. Drew & Son, Vancouver, should appear as representatives in that city, instead of the Atkins Company, and the "Empire Oak" should read as being made in four sizes instead of fourteen. These mistakes, while of minor importance, draw attention to the company's announcement of two of their leading sellers.

CHANGES IN THE McCLARY CO'S STAFF.

In consequence of the retirement of F. W. King from the McClary Manufacturing Company, Limited, London, M. F. Irwin has been appointed foundry manager. He will be assisted by Messrs. John Walton, superintendent, and Thomas E. Taylor, assistant superintendent. For the present A. M. Smith, local sales manager, will assume the duties of general sales manager.



A. M. SMITH
Sales Manager, McClary Mfg. Co.



M. F. IRWIN
Foundry Manager, McClary Mfg. Co

COPP STOVE WORKS CHANGE HANDS.

Fort William, Ont., has authorized a by-law authorizing the city council to guarantee the bonds of W. J. Copp, Son & Co., stove manufacturers, for twenty years. The bonds are for $150,000 and bear interest at the rate of 4½ per cent.

The Copp Company was established in Fort William about ten years ago, but its control is passing into new hands, headed by F. W. King, formerly foundry manager of the McClary Manufacturing Company, Limited, London, and Mr. J. A. Kilpatrick, general manager of the Canada Iron Corporation.

Mr. Harold Copp, who has disposed of his interest in the Company, will, it is expected, take a rest for the present, which, after twenty-eight years of strenuous business life, he has certainly earned.

The foundation of the Copp business was carefully laid and since its inception, the Company has never been able to meet the demand. Under the new management and additional capital, material expansion in the business may be expected, particularly as the stoves and ranges manufactured by the Company are all of a type to meet the needs of the country.

THE LATE S. O. GREENING.

There was general regret among the hardware trade of Canada when the death was announced the other day of Mr. S. O. Greening, head of the B. Greening Wire Company, Limited, Hamilton. He was practically associated with the business all his life, and since the death of his father in 1877, he was head of the firm. Since the company's incorporation in 1899 he was its president.

Naturally, during the many years he was connected with the business, he formed many acquaintances with the hardware and allied trades, but it was not merely the years he was connected with the business that gave him the standing he had. His personality was an important factor. He was kind and sympathetic and was to all intents and purposes "a gentleman of the old school."

The business in Hamilton, which has become so well and favorably known in Canada, really had its origin in England, the late Mr. S. O. Greening coming to Canada with his father in 1856. The original business was founded by the grandfather of the late S. O. Greening. He was thus the third generation in consecutive order to be executive head of the company.

While a meeting of the directors has not yet been held to appoint his successor, it is understood that the choice will fall upon his son, Mr. H. B. Greening, the managing director, thus making a Greening of the fourth generation the fourth head of the company, rather a unique experience. And what is also unique is that he will assume his duties at the same age as his father did, namely, 31. Like his father before him, he is a man of practical experience, and for some time has had charge of the financial end of the business.

THE STOVEPIPE SEASON.

The time has come for stovepipes, and all the genial wits will get off things so funny we'll laugh till we have fits. The sad and weary husband is pictured on a chair, with soot upon his forehead, while cusswords fill the air. The worn and stricken housewife is giving good advice, the while her husband begs her to place her head on ice. You've read the old, old story in fifty comic sheets; each budding jester springs it each autumn, and repeats, 'Tis but a weary fable; it is not true to life; the stovepipe job rejoices your uncle and his wife. It is a glad occasion, a festal day of glee, when all the happy neighbors and friends come in to see. Your uncle takes a stovepipe and sticks it in the hole, and sings a cheery rondeau that captivates the soul. He fusses with the damper and monkeys with the wire, and all the time he's singing and twanging on his lyre. He tinkers with the elbows, he fiddles with the stove, and chants of valiant lovers who found their Treasure Trove. Alas, such joys are fleeting! The pipes are soon in place, and if a trace of sorrow is on your uncle's face, and if a-down his whiskers there rolls a vagrant tear, it's 'cause the stovepipe season don't last throughout the year!—Walt Mason.

FINE TOOL WINDOW AT HAMILTON.

The Mills Hardware Co., Hamilton, who have two large windows in their store front, divide the windows into four sections, and are thus able to make displays of practically all seasonable lines of goods which they handle.

One of their window trims last month, for instance, was of mechanics' tools, the other displays being of lawn mowers, refrigerators and other summer goods which were being cleared out, and of cutlery, silverware, and similar household lines. The tool window is reproduced in the engraving on page 60. Atkins Silver Steel hand saws, Yankee Tools, Victor Wrenches, and Starratt's Hack Saws, being some of the leading lines shown. Other articles exhibited included levels, squares, rules, files, chisels, and a showing of some fine front door sets of builders' hardware on the pyramid in the centre of the window.

The display is particularly well arranged, advantage being taken of the side and back of the window to display goods in a very attractive manner, while the arrangement of the various articles on the pyramid and in the base of the window was equally commendable. It will be noted that small window tickets are shown on many of the articles displayed. These window tickets are printed in large quantities, the amount being left blank, the figures being stencilled in large letters by A. Ray Burrows, the clerk in charge of the window trimming.

To facilitate easy handling Mr. Burrows has constructed a cabinet in which price tickets are filed away in compartments arranged to receive cards, prices from 5c. upward. Then, when Mr. Burrows is completing arrangements of a window trim, the clerk assisting him is asked for a level and for a $1.75 price card, and so on till the trim is completed.

In the background will be seen one of the carpenters' aprons given away by the Mills Hardware Co. with every Atkins hand saw sold, the aprons being supplied at cost by E. C. Atkins & Co.

Another attractive window trim arranged by Mr. Burrows, will be shown in the Journal next month.

Heating and Metal Working

EXAMPLE OF INFERIOR FURNACE WORK.

For the subject of a contribution to the furnace trade, writes G. H. Dorset, in the Metal Worker, I have taken one of the many jobs I have recently examined, which is characteristic of the work being done in some sections of the country. By studying the plans a little in connection with the table it will be clearly seen that the plant is in no way capable of giving satisfaction to the owners.

I would call attention first to the amount of glass surface, exposed wall surface and the cubic contents of the rooms in which the registers are placed, also to the fact that no provision is made for heating the halls. I would next call attention to the size of the registers, which are 8 x 12 in. In some jobs I have seen as small as 6 x 8 in. registers used. I would also direct attention to the location of the registers, which are all above the baseboards with the exception of the one floor-register in the bath room, which is connected with a horizontal run from a riser in a partition interfering substantially with the flow of air through the room. However, it will serve for a bath room.

Then, again, note the size of the pipes. They are all 8 in. in diameter regardless of whether they run to large or small room, and the partition pipes are all 3 x 10 in. The location of the furnace is at one side of the cellar instead of being arranged to make some runs of the pipes shorter and to save the loss of heat that comes from the exposure of a large amount of pipe in the cellar. There is no fresh air supply from out of doors, and the supply is taken from the cellar. The furnace is of the type which stands on feet.

The size of the furnace for the work should be noted. It has a fire-pot 17 in. in diameter at the top and 13½ in. in diameter and of galvanized iron. In some cases a 28-in. diameter casing furnace is used for a house of the same size as the one shown in these plans.

The construction of the furnace, as will be seen from the little sketch in the corner of the cellar plan, is another point. It consists of a fire-pot with a large sheet-iron dome over it with a deflector which makes a slight dive in the draft before the smoke can escape. There is nothing that could really be called a radiator in connection with the furnace.

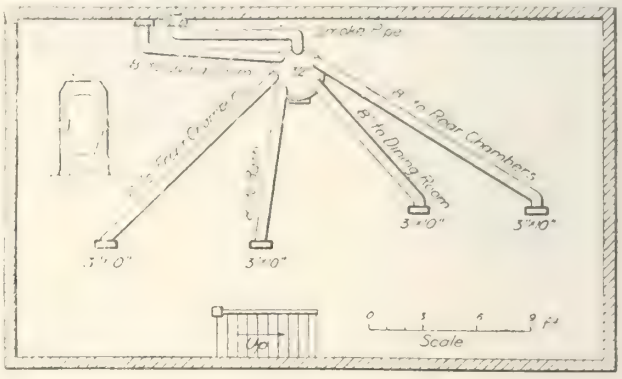
Is it any wonder that the tinsmith said, "Furnace business has a black eye around here?" Is it any wonder than a man who buys a house with such a furnace-heating plant in it, is disgusted with the furnace system of heating? Is it any wonder that the housewife declares warm-air furnaces are dusty, dirty things, and that they never heat? Is it any wonder that they say "the next house we buy or rent will be heated by some other method?"

This prompts me to ask: Who is to blame for such a furnace job? My answer is, first the manufacturer for making a furnace of such a grade and selling it to a man who has no regard for, or knowledge of, the furnace business and second, the furnace-man himself for installing such a job. If he is not a furnace-man he should never be allowed to do furnace work. If he is a furnace-man he knows that the furnace cannot heat the house, that it will consume tons of coal without good results and that it will convey nothing but impure cellar air and dust into the various rooms which have registers in them.

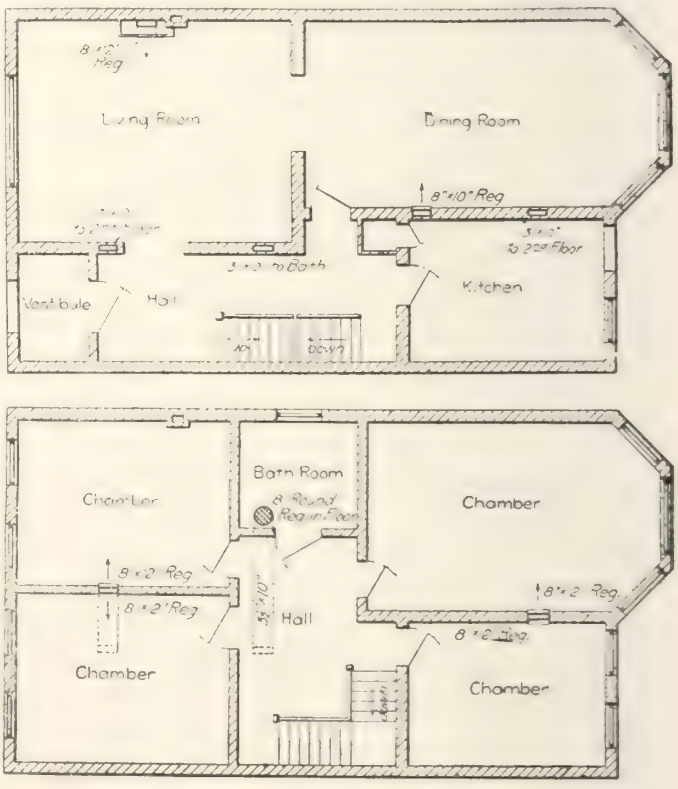
In my opinion the strong arm of the law should deal with such a man. The builder gets free on the plea that he doesn't know, but that he asked for a furnace that would heat the house. While this may be true of some building contractors, every furnace-man knows that most of the builders do not care a rap. They say the people want the cheapest thing they can get and they have to give it to them.

From the accompanying table it will be seen that there are 9,524 cu. ft. of space to be heated and that the warm-air pipe area for this work is but 250 sq. in., so that each square inch of warm-air pipe area has to take care of approximately 38 cu. ft. of space. This cannot be done according to my experience in furnace heating.

Again, it will be noted that the glass exposure in the windows alone amount to about 1 sq. ft. for each square inch of warm-air pipe area. This would be all right if there were not the wall exposure to be taken care of as well. This amounts



CELLAR PLAN SHOWING POOR LOCATION OF FURNACE



FLOOR PLANS SHOWING REGISTER AND RISER LOCATIONS

to as much more and the aggregate is too much. Then even though the warm-air pipes have an area of 50 sq. in., they are connected with stacks which are but 3 x 10 in., having an area of but 30 sq. in., if they actually have that effective area. In many instances the plastering will be pushed through to key on the lath and will cave in the side of the wall stacks so as to reduce their effective area.

With the size of the fire-pot and the grate it is clear that

there is only a little more than 1 sq. ft. of grate area available for burning whatever coal must be depended on to furnish the heat, and 1 sq. ft. of grate is not enough to do the work in this building.

The public is uninformed as to the cause of the troubles which are experienced with warm air heating systems, and as long as there is no law to protect the people against unscrupulous furnace men, so long will such jobs as I have illustrated be installed, and the boiler will have the supremacy in the minds of those who are uninformed.

STORM WINDOWS CAUSE DISEASE.

That West Duluth, Minn., is a hot-bed for tuberculosis, and that this is caused from the fact that the people in this part of the city use improper methods in ventilating their homes during the winter months is the statement made by Mrs. Florence Lee, visiting nurse for the State Anti-Tuberculosis Society.

Mrs. Lee states that the western end of the city has more tuberculosis cases than any other part of Duluth. An investigation made by her recently revealed the fact that the cause of most of this was from the use of the wrong kind of storm windows.

These storm windows, Mrs. Lee says, are, in the majority of cases, nailed on tight early in the fall and from then on until late in the spring the rooms receive no pure air. The small slit which is furnished in some of the windows for the purpose of giving ventilation is inadequate to properly allow the fresh air to circulate in the rooms.

She advocates the use of storm windows which may be swung out from the top and kept open all the time with the exception of possibly the coldest of weather.

GURNEY SECURES VACUUM HEATING AGENCY.

The Gurney Foundry Co., Toronto, who have for several years specialized on vacuum heating, have secured the Canadian Agency for Bishop, Babcock & Becker pump, which in their opinion is far in advance of any other used in connection with vacuum heating systems, being particularly adapted for small jobs, and having an automatic control which maintains the heat at any temperature desired without any attention from the person operating the plant. W. A. Schulte, sales manager of Bishop, Babcock & Becker, Cleveland, Ohio, visited Toronto during the past month and arrangements were completed by which Gurney Foundry Co. secured control of their device for Canada. A trade catalogue has been prepared and is now ready for distribution, while a booklet entitled "Best Heat," and several circulars are also in course of preparation.

INCREASED USE OF SHEET METAL.

In this age of steel nothing is more noticeable than the increasing use of sheets. The time is coming, notes an exchange, when it will displace wood even more than it already has. Many hardware men say that when they learned the trade, the principal uses of sheet metal were for reefing, spouting and the manufacture of various utensils, while now it is used in the place of plaster for ceilings and side-walls. It has taken the place of wood for skylights, window sash, doors and furniture, and in the construction of fire proof buildings is almost indispensable. The sheet metal worker who could command top wages years ago would have to give place to the junior of the present time, as almost all of the work now handled calls for a considerable knowledge of pattern cutting, which in turn demands a knowledge of geometrical drawing. Every day manufacturers are called upon to turn out something in sheet metal which requires the highest mechanical skill.

THE SEASON FOR FURNACE ADVERTISING.

There is probably less attention paid to advertising by the furnace and heating trade than any other business in the country, that is, by the local dealer, who is depended upon to reach the man who is building a new house or building.

At this season of the year the furnace man could hardly spend a little money any better than in a systematic investment for publicity. He should in the first place carefully select the furnace he is going to use and he should be sure it is the one best adapted to his locality and one that he has full confidence in so that he will impress his prospective customer with his belief that this particular heater is the one best adapted to his needs. He should select one which has good talking and selling points, but these features should not be for selling only, for his advertising should be such that it will help his business on in to the future years and this cannot be done if the exclusive features of his furnace are selling points only and do not have any real merit which the purchaser will appreciate and explain to his friends.

After once making up your mind on the furnace you will push the next thing to do is to lay out your advertising campaign. There are any number of ways to advertise the furnace business, but you should not confine yourself to any one of them. First get the advertising matter sent out by the manufacturer of your furnace and study it thoroughly so that you can talk your furnace and can prepare your own ads. for the newspapers, which you want to be sure to use. The advertising solicitors of these papers will offer to help your prepare your copy, but you want to prepare the gist of it, for you are familiar with your proposition and they are not. Use a good sized space and pay particular attention to the preservation of health in your system of heating and the economy of fuel consumption by its use. Do not stop with newspaper advertising, however. Get the literature your manufacturers will be glad to send you in quantity and then make a list of prospective customers. You can get this list by seeing the lumber dealers, contractors and architects of your town, and through inquiries resulting from your ad. in the paper. After you have prepared your list, lay out your advertising matter so that you can send them some at least once in every two weeks until they have purchased their heating plant.

One good opportunity for advertising is being overlooked by the heating man, and that is the placing of placards on the building in which you are installing a plant. The contractors in all the other trades do, why should you not do the same thing? A good sized sign reading something like this, "'Warmhouse' Heating Plant Being Installed in This Building by I. M. Busy, Heating Contractor," or worded in any way so that it will show who is doing the work, will bring you good results.

Then, too, don't forget that the new home-builder as a general rule, takes great delight in his house and everything pertaining to it and you will touch his vanity if you ask permission to show his plant to your prospective customers. You will find that by doing this he will sell many furnaces for you and it will also show that you take pride in your work and install it in a way that you are not ashamed of.

The above plan is just an outline, but it contains most of the main features of furnace advertising. Many of the manufacturers of the country maintain "selling aid" departments which will be of great assistance to the dealer who will use this help. This should be one of the considerations you should think well of in selecting your line. But above all, remember that now is the time to begin your advertising.

Chas. Parker Co., Meriden, Conn., have 45 new patterns and designs of lamps, portables and shades for both gas and electricity.

Standard Chain Co., Pittsburg, have taken over a saddlery hardware manufacturing business, and in future will be able to supply customers with harness rings, halter trimmings and large line of saddlery goods.

Great Grip Sales Co., 118 24th St., New York, are introducing a patented nut shelling cracker, especially serviceable in cracking Pecan nuts.

Deming Co., Salem, Ohio, are putting a line of Pipe Force Pumps on the market, circulars describing which will be sent on application.

Niagara Falls Metal Stamping Works, Niagara Falls, N.Y., are placing on the market a vest pocket wrench made in eight sizes.

Willis Mfg. Co., Galesbury, Ill., are introducing the Gale Wall Safe, to be built in brick walls as a depository for money, jewellery, etc., in private residences.

Paint and Varnish Trades

PUSHING PAINT SPECIALTIES.

Written for the Journal by C. M. Lemperly.

Consumers the Dominion over are live prospects for your specialties. Do not think that the only profits to you are in your established staple lines of house paint and varnish. There was a time when the householder and the farmer didn't distinguish between one line of finishing material and another. House paint served to paint their porch floors, their chairs, their wood-work and their barns and fences. One kind of "general" varnish sufficed for their floors, their doors, their furniture and their odd jobs.

Contrast the old with the new. To-day the word "specialty" is heard in every field. People have lost faith in one medicine for every ailment, in one treatment for every malady, in one rule for every condition, in one paint for every surface. This is the day of the specialist in medicine and dentistry, the trained specialist in business, the specialist in salesmanship. And the salesman who tries to sell you one line of paint for the wants of all your customers belongs to the bygone ages.

Every dealer in paints and varnishes should push seasonable specialties. This is in line with the extensive advertising campaigns of the great manufacturers. It is in line with the new and better ideas in the distribution of goods. It carries out the principle that the public wants a change. People are willing to try new things. They want the well established, proven house paint, but they can be educated by live dealers to the use of many kinds of finishing specialties. How can this education be carried out by the dealer? In three general ways.

1. By stocking the best of the well known and well advertised specialties, such as gold paint, radiator enamel, bronzing liquid, varnish stain, aluminum paint, etc.

2. By co-operating with the manufacturers of these and similar lines, in a thorough advertising campaign to the householder and housewife.

3. By persistent window trims. By attractive store displays. By unique prize offers, coupon contests, etc.

Putting in a representative stock of such specialties does not involve great capital. You should be very careful to choose, however, the best specialty for each household use, and if it is made by a firm whose reputation is known to you, you cannot go far wrong in placing at least a trial order.

Every manufacturer of a specialty is keen to assist and co-operate with his distributors. He realizes that specialties must be pushed even though they may have great merit. The manufacturer who fails to tell the people what he makes, what his product will accomplish, and where it can be obtained at a definite price doesn't keep his doors open long in these days of world-wide publicity and salesmanship. So, if you tie up to a reliable manufacturer you are pretty sure to have behind you the power of his advertising and his dealer helps. Almost every paint specialty has attractive window trims, store hangers, display racks, demonstrating facilities and advertising folders, color cards, etc. So much for your store.

Then you benefit from magazine advertising, outdoor publicity, newspaper campaigns, direct mail work, etc. Therefore, you have several great forces working for your store. And remember, there is good profit and little trouble in handling specialties.

Most specialties are in a way seasonable. For instance, in housecleaning days, you would want to display cleaning and polishing specialties and household specialties of all kinds—screen enamel, stove pipe enamel—floor finishes—picture frame finishes, etc. These could be mixed in with your general campaigns on house paint and barn paint in Spring and Fall.

Another profitable and seasonable specialty to handle is stenciling materials. Stenciling on fabrics is all the rage, and the fall is the time to get busy. The long winter evenings keep people indoors and many stencil outfits could be sold by you if you stocked them up.

Get behind some good paint specialties and push them hard. Start this fall! Show your townspeople that you are awake to the new and the popular things. You won't lose! Your competitor will!

NOVEL JAP-A-LAC WINDOW TRIM.

Many retail hardware merchants have taken advantage this year of the special window trim posters supplied by manufacturers of paints and other lines, which render themselves to special window displays.

One of the manufacturers who has conducted this form of advertising this year is the Glidden Varnish Co., Toronto, who by assisting retailers in displaying their products, has secured valuable advertising in the windows of their local agents, the results being favorable alike to the local retailer and to the manufacturer whose enterprise had made it possible to increase the sale of his goods in the district covered by the local agent.



Jap-a-Lac Window trimmed by Charles Byford for G. A. Binns Newmarket.

The accompanying picture illustrates one of the prize winning Jap-A-Lac window displays arranged by Chas. Byford in the window of G. A. Binns, Newmarket. A table and chair were used in the display, while on the base of the window sample tins of Jap-A-Lac were arranged in pyramids, etc., of attractive form, window cards being also used to announce the free distribution of samples and the fact that in Jap-A-Lac the house-wife has all that is needed to beautify her home.

HOW TO MAKE PAINT PAY.

My father was a paint salesman, and two of my brothers are paint salesmen, so I was raised in a "paint atmosphere," writes a paint retailer in the American Paint & Oil Dealer. Father started as a clerk and made good, and knew paint selling from A to Z. When he died, ten years ago, I had to go to work, and naturally turned to the paint business. After working three years as a clerk in the retail store of my father's former employer I decided to open a store of my own. I knew the owner of a paint store who was anxious to sell out, and by borrowing fifteen hundred dollars I closed the deal and took immediate possession.

The first thing I did was to hold a conference with the retiring owner, and the two clerks. I found that the business consisted mainly of established contracting painters' trade (and the older ones at that); no persistent effort had been made to go after the house-owner's or the house-wife's trade. In short, the business was in a rut—handicapped by habits; it needed gingering up, and getting into line with to-day's affairs.

New Life in the Business.

The first thing that I did in the awakening line, or, better—the first liver pill I gave the business—was to overhaul everything in the store. Then I had a "Spring Opening"—it was really a closing out of the antiques. I took space in the local papers and sent personal letters to a bunch of housewives. Told them it was their sale. Woman's buying ideas are largely along these lines:—"What does it cost?"—"Is it a bargain?"—"Has it been reduced?"—"What did it sell for before?"—So I filled the window with the odds and ends—tag ends of broken lines of varnish removers, wood fillers, stains, brushes, polishes, etc., etc., and put a "Spring Opening Price" tag on everything. I gave my clerks several sermons on how to wait on women customers; and when our "gala" day arrived we not only did a good business but made many new friends. Flowers were given to the ladies. No effort was spared to make every visitor feel that this was his or her store,—at their Service.

Well—that special opening sale gave much impetus to business; besides instilling more enthusiasm in the two clerks, and myself. It really put us on the map.

The former owner of the store had a way of buying everything from one or two houses and always turned a deaf ear to the salesmen of other firms. I listened to the story of every salesman, every time. As a result I've added several lines that sell remarkably well—a patent brush holder, for instance; and besides—the comparison of prices and products is a mighty good thing for me, and there's hardly a salesman that hasn't given me good selling pointers.

Goes After Householder's Trade.

Every Spring and every Fall I go after the housewife's trade, especially. By making her feel that my store is her paint department store I've built up the largest trade of this kind in town. When Mr. Smith decides that his house needs painting, Mrs. Smith (a good friend of ours) has helped him to that decision and she influences the buying—and we get the order.

No business of any kind can run if there isn't perfect harmony between the employer and the employed. I endeavor to treat my clerks (I have five now) as if they were my brothers or sons. One month John dresses the windows, Frank arranges inside displays, Ed. is on the street, Charlie is looking up un-painted homes, and Homer is mixing with the painters; and the next month they'll change around. This gives them all such a general knowledge that when I go north for my hay fever, or to New York to see the sights, I feel perfectly at ease about business going on in the proper way. Every other Sunday I ask one of them out for dinner. We have meetings every month and discuss things in general—advertising, salesmanship, etc., etc. Every time a friendly traveling salesman calls I have him give us a fifteen-minute talk on how to sell his line, tell its particular advantages, etc. It helps us a lot.

Arranging a Painters' Club.

As mentioned before, we do a big business with the contracting painters. A bigger business now, however, than ever before. Here's the way I increased it. I organized the Blanktown Painters' Club. They hold their monthly meetings in a back store room which I loaned them when I started storing in the cellar. Here they get together, have a 50-cent supper, smoke, talk shop, crack jokes, play checkers, and read their favorite magazines (trade journals included). Every year I give them a big "blow-out" and they think I'm about right; even if I do say it myself.

To sum up my success in the paint business:—It all came through persistency, consistency, and appreciation of detail. Persistency is keeping everlastingly at it; whether oil goes to 75 cents or $1.50. Consistency means managing a business in a sane manner—analyze things as you go along. Appreciation of detail means keeping informed and squeezing out every atom of the possibility for a sale—the personal relation of the clerk and his employer, the get-together of the painters, getting the housewife's trade, etc.

There isn't anything very wonderful about my business history; there's nothing I've done that everybody else can't do. Maybe the fact that I went ahead and did them instead of putting it off until "to-morrow" had something to do with it.

CANVASS THE MANUFACTURERS.

There are many hardware dealers who could increase their trade considerably by having one of their clerks visit the factories and mills in their locality and solicit their trade in other materials. The butcher shops might also be visited to secure orders for saws, knives, wire brushes for cleaning tables, and other accessories.

The same point applys to barbers, who can be sold razors, hone strops, lather brushes, whisks, neck dusters, etc.

Don't wait until some supply house comes along and gets this business. Get them coming for some of these lines, and others will follow in short time.

A brush salesman tells the Journal that he has often called on some of these people after consulting with local hardware merchants, and secured extra business for them which was never thought of or catered to. So try this and see what results you can get. It may take a few weeks to get the foothold, but don't get discouraged. Keep up the good work.

A GOOD PAINT AD.

The fall painting season is here and Canadian hardware men can turn over a lot of their paint stock if they try. Many a householder put off painting his house last spring because he heard paints had advanced—and many more had their houses painted by unscrupulous painters who doped their materials, and the houses now need another coat.

Would You Paint?

Have you a home? What about it? Does it look reproachfully at you—old, battered, dirty—a sort of "kicked-about" kind of appearance? Would you preserve it from sun and storm—give it new life, give it strength—would you paint? Would you give it an air of prosperity, a touch of dignity, a token of character that speaks of you—would you paint?

Call or write for color card of our Ready Mixed Paints.

BOGARDUS, WICKENS, BEGG, LIMITED

Phone Seymour 6875. **70 Cordova St., W.**

It's time to push paint and talk quality.

How will you push it? Use printers' ink as liberally as you want your customers to use paint. And talk to the point as Bogardus, Wickens, Begg, Limited, of Vancouver, talked in the accompanying ad. clipped from a Vancouver paper last month:

LOWE BROS.' NEW CANADIAN PLANT.

Lowe Bros., paint manufacturers, Dayton, Ohio, on September 1 took over the paint department of the James Robertson Company, Toronto, who for a lifetime have been known as one of the most reliable paint manufacturers in Canada. This change was forecasted in the Hardware and Stove Journal some months ago, the announcement being also made that a magnificent new plant would be erected on Sorauren Ave., below Dundas bridges. Work was commenced on the plant last month, and the contractors promise to have the work completed by December 1. A very fine picture of the plant, as shown on the architect's plans, is reproduced in the accompanying engraving.

The new plant will be one of the most modern in America, the Company realizing the great opportunities there are in Canada for manufacture of high grade paints. Consequently every department of the factory is being planned with a view to a steadily increasing production, and the latest and best machinery available for lead grinding, color mixing, varnish making, etc., will be installed.

Later on the Journal hopes to publish a description of the plant when it is completed.

An aggressive selling campaign was commenced by Lowe Bros. by their magnificent display at the Toronto Exhibition, where they showed samples of the work which can be done by their high class materials, as well as samples of the numerous window trims, catalogues, circulars and other advertising matter which the Company supply to their agents.

Two spaces have been engaged for an exhibit at the Retail Hardware Convention at Guelph next February, and an aggressive advertising campaign will be instituted, and everything possible done to put the merits of their goods before the retail trade and to assist retailers in developing business in their various districts.

Chas. S. Kennedy will be General Manager of the new Company, although his headquarters will continue to be at Dayton. Mr. Kennedy is a Canadian by birth, and secured his early training in the paint trade here. Moving to the States in the nineties, when the trend of population was southward, he made steady advancement, now being sales manager and one of the executive heads of the large Lowe Brothers industry. The movement of population now being northward, Mr. Kennedy, like other good Canadians, who have won success in the States, is interesting himself in the development of the paint manufacturing industry in his native country.

Associated with Mr. Kennedy as directors of the Canadian Company will be:—Houston Lowe, Dayton; Chas. M. Robertson, Montreal; H. S. Harwood, Toronto; John G. Lowe, Dayton; Frank B. Currigan, Dayton; Donald A. Kohn, Dayton.

John M. Graham, recently in charge of the Boston offices of the Lowe Brothers Company, has moved to Toronto to take charge of the business end of the Canadian concern.



Lowe Bros. Paint Factory being erected by Lowe Bros. at Toronto.

The sales and advertising departments will be directed by Frank H. Brown, with headquarters at Toronto. Assisting Mr. Brown will be the following salesmen: Ed. Reed, A. C. Robertson, O. M. Hodson, and N. S. Vanzant, whose various territories will be announced in a future issue of the Journal.

MINIATURE HOUSE IN WINDOW DISPLAY.

The miniature house shown in the accompanying picture was constructed by Gordon Kaiser, while clerking for M. Weichel & Son, Elmira, Ont., and it has been used to advantage in several window displays since. The picture shows how it was used at Christmas time, but it was also found valuable in arranging paint and roofing displays in the store windows.



Miniature House used in Window Display.

The house was put together in spare time in the cellar of the store, with the exception of the verandah and porch, which he finished at the mill. When finished it was given several coats of S. W. P.

TURPENTINE THEN AND NOW.

The time was when turpentine was about the cheapest thing a housekeeper could buy. The biggest bottle in the house was sent for 5 cents' worth of turpentine. Now a sewing machine oil bottle is big enough for that much.

Indeed, turpentine has so grown in value that unless when you call at the paint dealer's and do not specify that you want the genuine article he will hand you a substitute made largely of crude gasoline.

Some years ago turpentine retailed for 20 cents a gallon and now sells for 10 cents a half pint.

Turpentine is a Southern product, and, while the demand has greatly increased, the output has largely fallen off.

The value of the output in 1910, though much smaller than the previous year, was 40 per cent. greater than in 1909, all of which shows that the South has a very valuable industry, and one that demands scientific and careful handling of the pine forests that produce the resin of the turpentine to prevent the destruction of the trees. The old forests are already giving out and new areas are being worked.

The product is taken from the tree by chopping holes in the bark and sap, through which it oozes.

The trees have been overworked, and many large areas that were valuable have been killed by the greed of the turpentine companies.

The trees are natural growth and cannot be restored by replanting. Their value will steadily increase, and it would be the sheerest folly to keep up the old methods of destruction.



ANNOUNCEMENT

Lowe Brothers, Limited, announces the opening of its business in Canada

A plant, including a fire-proof building of latest and most approved design, equipped with all practical facilities for the manufacture of the Company's products, is in course of construction on Sorauren Avenue, in Toronto. Until completed the company will occupy the paint works of the James Robertson Company, Limited, an arrangement having been completed whereby Lowe Brothers., Limited, has succeeded to the paint, varnish and color business of this well-known Company. Its products will be supplied to the trade as heretofore.

The main purpose of Lowe Brothers, Limited, will be to reproduce in Canada the "High Standard" products of the Lowe Bros. Company of Dayton, New York, Boston, Chicago and Kansas City. The high standard of excellence which has characterized and distinguished the products of the Lowe Brothers Company in the United States, and has made its Trade Mark, "The Little Blue Flag," synonym of all that is worthy in Paints, Varnishes, Enamels, Stains and Colors, will be maintained in Canada.

The exclusive Agency principle will govern the sales policy of the new Company. The interests of each Agent being protected with scrupulous care. The quality of "High Standard" products, the attractiveness of the labels, the practical character of the promoting assistance and advertising, all unite to make The Lowe Brothers Agency one that is sought after by the best merchants.

Representatives will call in the near future, prepared to furnish full information as to the plans and policies of the Company, and inquiries by mail will be answered promptly and courteously.

Lowe Brothers LIMITED

Paintmakers — Varnishmakers — Colormakers

Temporary Offices: 261 KING ST., WEST, TORONTO

Your Methods Determine Your Profits

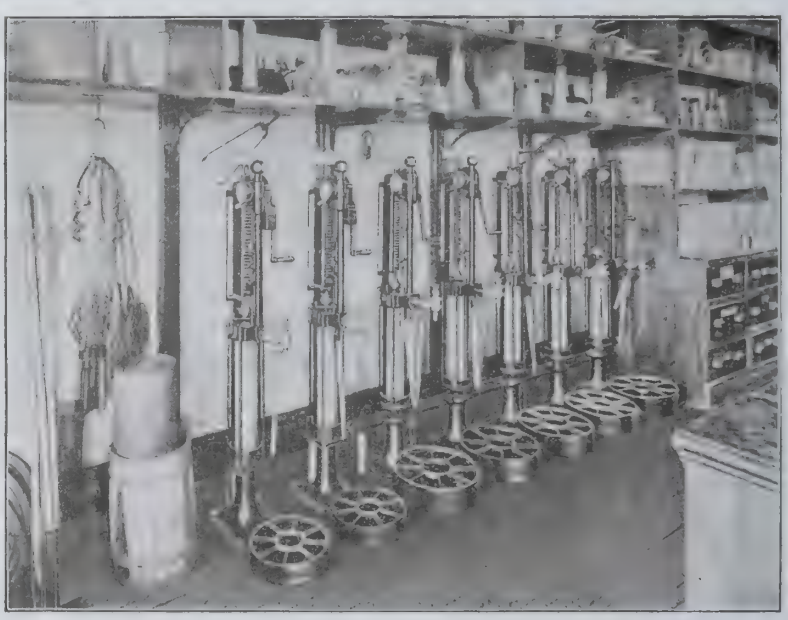
PARTICULARLY IN THE PAINT OIL BUSINESS

Did you ever see a paint oil department where the oils are kept in cans or barrels that was not oil soaked and smeary?

Just think of this—it is your profit that pays for the oil that soaks the floor—your profit that pays for the oil that runs over the measure or drips out of a leaky faucet. Every cent wasted in any store is just that much lost profit.

The Bowser Paint Oil System

will prevent all this waste and give you ALL the profit. It keeps your store clean and invites patronage.



This cut was reproduced from a photograph of a system installed for Mr. Samuel Hobbs, 1434 Queen St. W., Toronto.

This system handles:

Canadian Coal Oil
American Coal Oil
Raw Linseed Oil
Boiled Linseed Oil
Turpentine
Gasolene
Benzine

Safely and Profitably

This System Means More Profit for the Owner

Can you afford to waste your profit when a small investment will remove all loss and reduce your fire hazard?

Read this advertisement and then go back and look at your oil department---couldn't it be improved?---wouldn't it be more convenient and profitable to measure your oil with a Bowser Self Measuring Pump without funnels or measures?

Now drop a card for our free book No. 5N which illustrates the complete line.

S. F. BOWSER & CO., Incorporated

66-68 FRAZER AVE., TORONTO, ONT.

"OVEN DOOR"
"SPRINGS"

HAVING trouble?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL

Mr. Dealer—

STILL'S EXTRA AXE HANDLES will give you quick sales.

WHY? Because, for the price they cannot be surpassed in Quality or Finish.

Get a stock of them at once and see how quickly they will sell.

PRICE ON APPLICATION

J. H. STILL MFG. CO., Ltd.
ST. THOMAS, ONT.

RU-ber-oid Roofing
Trade Mark Reg.
Versus Shingles



A shingle roof has thousands of edges —cracks—prospective leaks. RU-ber-oid makes a **one-piece** roof.

Shingles warp, split and gape apart in the blazing sun. RU-ber-oid is not affected. Shingle roofs are a menace in case of fire. RU-ber-oid is a protection, rated "first-class" by underwriters.

Shingles are slow and expensive to lay—RU-ber-oid is quick and cheap.

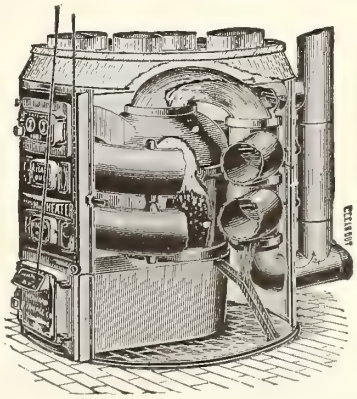
Stained shingles fade quickly—Colored RU-ber-oid does not fade.

Point out these RU-ber-oid advantages to your customers—it will mean orders.

The Standard Paint Co. of Canada
Limited
286 St. James St., Montreal.
179 Bannatyne Ave. E., Winnipeg.
105 Tenth Avenue East, Calgary
25 Pender St. W., Vancouver.

THE "CANADIAN HOWARD"
Double Radiator Furnace

The Furnace of Reliability.



The Furnace of Service.

In the "CANADIAN HOWARD" the full benefit of the heat is realized as it first passes through the dome, into and around the upper radiator, and thence into and around the lower radiator, before reaching the smoke exit, thereby making a long undivided and uninterrupted circuit, and consequently affording an enormous Radiating Surface.

The "CANADIAN HOWARD" is a quick seller. Give it a trial.

The C. Norsworthy Co., Limited
ST. THOMAS - ONTARIO

Canadian Trade News

BUSINESS CHANGES.

Eastern Canada.

St. John, N.B.—Geo. J. Barrett, admitted H. Lister Smith as partner.

Farnham, Que.—G. L. Elmes, suffered loss by fire.

Lunenburg, N.S.—Frank Powers, one of the best known hardware men in Eastern Canada, is dead.

Ontario.

Leamington—A. E. Law, succeeded by Law & Kellow.

Steelton—Kerr & Thompson dissolved partnership.

Strathroy—Jas. Russell, opened tinsmith shop.

Porcupine—Bell & Rochester have opened again in temporary quarters.

Sunderland—J. H. Vrooman and T. E. Jackson have dissolved partnership.

Lucknow—The Howell Hardware Co., Goderich, has bought the stock of the Lawrence Hardware Co.

London—C. W. Summers succeeds W. A. Langford.

Hamilton—Wilkinson & Kompass, slight damages by fire.

Chatham—Trompour & Draper, tinsmiths, suffered loss by fire.

Cochrane—Taylor Bros., New Liskeard and Cobalt, establishing hardware store.

Manitoba.

Melita—R. McB. McKay, suffered loss by fire.

Cypress River—Thos. & J. H. Millard have bought the two stores of Barrie & Co., and P. A. Hamilton.

Minitona—W. H. Weir & Co. have opened a hardware store.

Saskatchewan.

Scott—J. J. Whyte has succeeded R. P. Johnston.

Abernethy—R. L. Fanson succeeded by A. A. Hunt.

Waldheim—Adam D. Welk is succeeding I. P. Friesen.

Beatty—A. Ferguson has opened a hardware store.

Tessier—Mr. Mireau, formerly of Zealandia, Sask., has started in business.

Swift Current—McCormick & Sine have dissolved partnership, John McCormick continuing.

Melville—J. F. Lozo has purchased a store in Transcona.

Nutana—Ralph & Co. are opening a new store.

Lockwood—E. H. Retz, hardware man, has sold out.

McAuley—Herb. Parker has sold his hardware business to Stewart & Muller.

Perdue—Collins & Macmillan are erecting a new store.

Weyburn—Maschal, Carmichael & Co. have added a tinsmith department.

Vanscoy—J. J. Saunders & Co. have succeeded W. H. Schuchard.

Alberta.

Hill Spring—J. B. Merrill is opening a hardware store.

Red Deer—The Day Hardware Co. has added plumbing and tinsmith departments.

Vegreville—The St. Paul Mercantile Co. has purchased the business of Dostaler & Lessard, recently acquired by M. Bertrand.

Blackfalds—E. Wideen is advertising his hardware business for sale.

Barons—M. O. Wendlebo, hardware, has sold out.

Edmonton—W. M. Morton & Co., plumbers, have dissolved, S. M. Morton continuing.

Pincher Creek—R. H. Ormond is discontinuing the hardware end of the business, but will retain the plumbing and heating departments.

Aldersyde—C. D. Cutts, hardware, sold out.

British Columbia.

Grand Forks—Thos. A. McIntyre, burned out.

Revelstoke—A. E. Duck has started in electrical supplies.

Kitsilano—T. H. Percival, sheet metal worker, has moved into larger premises.

Kelowna—E. J. Scott & Co. have taken in D. C. Foster as a partner. The new firm will be called the Kelowna Hardware and Specialty Co.

North Vancouver—Johnson & Salsbury, establishing hardware store.

Vancouver—McLachlan Bros. sold tinshop to Scoullar Sheet Metal Works, and will continue hardware store.

HARDWARE HAPPENINGS.

H. E. Goodman, of the Wood-Vallance Co., Winnipeg, was run down by an automobile and injured severely.

Harry Woods, formerly manager of the McKay store at Melita, Man., has purchased the business outright.

T. Esmond Peck, of the Peck Rolling Mills, Montreal, was taken ill at Cascouna, Que. He is doing very nicely.

The Simplex Electric Heating Company, Belleville, has been incorporated with a capital stock of $40,000.

Edwin Dowsley, manager for A. Ramsay & Son, Montreal, is home from his European trip, much better in health.

Peart Bros. Hardware Co., Regina, Sask., have purchased land in the centre of the city, on which they will build.

The contract for heating the new town hall at Virden, Man., has been given to the Manitoba Hardware and Lumber Co.

Hardware men in Sudbury are having a good trade in prospectors' outfits, owing to the rush to West Shining Tree camp.

Fred. Stork, a prominent hardware man of Prince Rupert, was in Toronto recently on his way home from a European tour.

The Ware Binding and Cordage Co., Limited, has obtained provincial charter. Capital stock, $100,000. Head office, Saskatoon.

The Pittsburg Water Heater Co. has been authorized by the Provincial Secretary to manufacture their product in Canada.

The Red Cross Sanitary Appliance Co., Grimsby, has been re-organized, and the name of the firm changed to Sanitary Appliances, Limited.

A. Moulton has succeeded G. E. Martin as manager of the Maritime Paint & Varnish Co., Halifax. Thos. L. Martin will be assistant manager.

Roy Stafford, hardware merchant, was exonerated by a Toronto jury who investigated the death of a boy who ran in front of Mr. Stafford's auto and was killed.

G. A. E. Evans has taken over the management of the Revelstoke sash and door factory. He was formerly in the Lawrence Hardware Co., Revelstoke, B.C.

The Electric Meter and Stamping Co., New Hamburg, will take up the manufacture of baby carriage hardware. The company have orders to supply wheels to five Canadian factories.

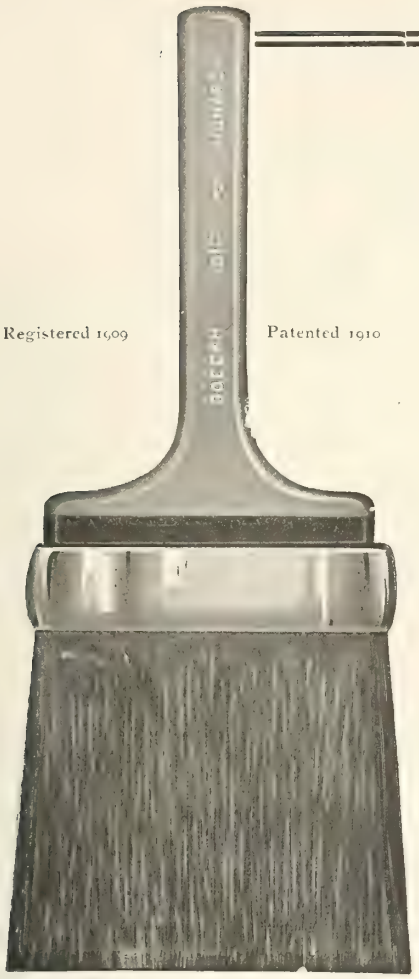
F. W. Hollingsworth, Sales Manager of Ontario Lantern & Lamp Co., Hamilton, is at present in Vancouver looking after the interests of the firm. He reports that the Fall outlook is a very bright one, and that business has been good throughout his trip.

A sad drowning accident occurred at Dartmouth Lake, N.S., on Aug. 16, when Percy Simmonds, of Simmonds & Co., wholesale hardware merchants, Dartmouth and Halifax, and Miss Nellie Burton, of Dartmouth, lost their lives through the upsetting of their canoe.

Elsey Bros. (Canada) Limited, have been incorporated under Dominion charter, with a capital stock of $1,000,000. This company will manufacture ammunition for naval, military and sporting purposes, and will also handle various kinds of explosives. Head office, Montreal.

The Wells Hardware Company, Limited, has received Provincial charter. Capital stock, $50,000. Head office, Fort Frances, Ont. The promoters are John L. Wells, James T. Emerson and Stewart L. Wells, all of Port Arthur, and Geo. A. and Herbert A. Stethem, of Fort Frances.

While trying to extinguish a fire which broke out in his launch, F. W. Cunningham, president of the Cunningham Hard-



Registered 1909 Patented 1910

REASONS WHY
It Pays You to Handle
BOECKH'S "STEEL GRIP" PAINTERS' BRUSHES

Elasticity of Bristles—Only the highest grade of Bristles are used, thereby ensuring a thoroughly pliable and easy working Brush.

The "Steel Grip"—The pressure of the Compressed Nickelled Ferru'es is such as to make it impossible for the Bristles to come out.

The Steel Ferrules—Possess the advantage of strength. They are compressed with tremendous machine force and no nails are used in these Brushes.

The Perfect Handle—The shape of the handle permits of the easy holding of the Brush—the design of which is registered.

You Cannot Get these Advantages in any Other Brush.

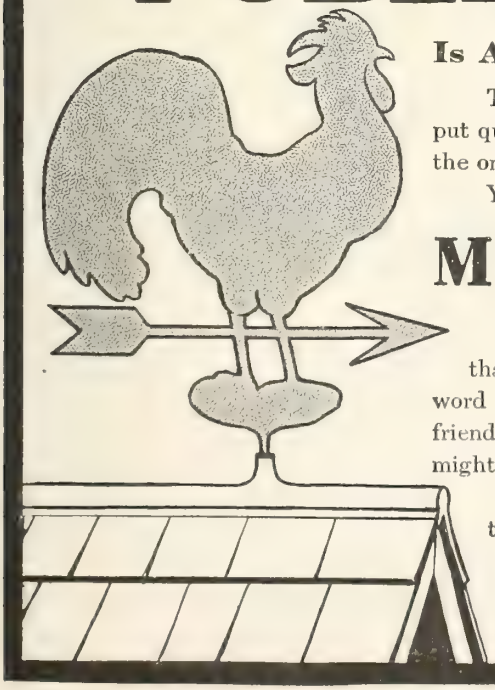
Made in Oval or Flat

Manufactured by

THE BOECKH BROS. COMPANY
LIMITED

TORONTO, - - CANADA

The Vane of PUBLIC APPROVAL



Is Always a Strong Indication of the Merit of an Article

That is particularly true of paint if you handle a paint whose maker did not put quality in the goods, public approval will soon turn against it and you will be the one to suffer the consequences.

You may be perfectly sure when you sell

MARTIN-SENOUR PAINT
100% PURE

that if properly applied your customer will express his approval not only by word of mouth, but in orders later on, he will also advertise your business to his friends and neighbors, in this way creating a wave of sentiment that will be a mighty big aid toward getting control of the paint trade in your territory.

Mr. Dealer, let the Vane of Public Approval work for you. We have the agency for Martin-Senour Paint ready for wide-awake dealers.

THE MARTIN-SENOUR CO., Limited

Montreal PIONEERS OF PURE PAINT Chicago

ware Co., Vancouver, was severely burned around the arms and hands. After the explosion a fire alarm was sent in, but before the firemen arrived, the boat was burned to the water's edge.

Sanderson, Harold Co., manufacturers of screen doors, refrigerators, etc., Paris, Ont., are building an extension to their plant. The new building will be 100 x 70 feet, three storeys high. This will enable the firm to meet the demand of the trade, as it will increase their capacity 33 1-3 per cent.

SOLD RANGE TO THE TOWN BAKER.

An interesting story is told by a stove traveller, who calls on the trade in Eastern Ontario.

In the July issue of the Journal an article headed "Good selling opportunity lost" told of how a stove dealer had sold a range to a baker in his home town, the baker being so enthusiastic about the range that he had purchased a second one as a wedding present for his son, yet the stove dealer neglected to take advantage of this incident. If anybody should know the baking qualities of a range it should be the local baker, and a range that pleased the baker ought to be pushed with energy, the baker's name being given as a reference. The local dealer, however, was one of those who takes the agency for a half a dozen different lines of goods without putting real energy into any of them. Consequently the agency for the range purchased by the baker was taken away from the dealer and given to another stove man who promised to put energy behind his sales organization.

The stove traveller in question called on a hardware man in Hawkesbury a fortnight after the July Number of the Hardware and Stove Journal was printed, and it so happened that the hardware man was at the time reading the article on the "Selling Opportunity Lost" in the July Number of the Journal.

Naturally the traveller took advantage of the opportunity to endeavor to win the merchant as a customer, and as luck would have it in came the Hawkesbury town baker while the traveller and merchant were talking. Relating the baker's experience in the first town the traveller succeeded in selling one of his ranges to the baker, and the merchant gave him an order at once.

It will be interesting later on to learn how the Hawkesbury retailer succeeded in using his local baker in securing additional sales for the range in question in that locality.

TOWN BARGAIN DAY.

A plan for drawing trade to a town that has been successfully worked at several points, is as follows: An agreement is reached between all the merchants whereby they offer special sales on certain days, each merchant selecting some special line of goods upon which he quotes a lower price than usual. Thus one store will sell boots and shoes at a special price, others offering bargains in dry goods, hardware, groceries, etc. Every line of business is represented and care was taken that no conflicts occurred. Prizes are then offered to the farmer bringing in the best load of grain or the handsomest baby, and the bargain day extensively advertised in the surrounding country, the names of the merchants and their special sales being in all cases stated. The farmers have responded in a most gratifying manner, and merchants are well pleased with the plan, where it has already been carried out.

PERSONAL LETTERS TO CUSTOMERS.

Personal letters to customers are unequalled by any kind of advertising that the hardware merchant in small localities can do. Personal letters are more than mere advertising; they establish cordial relations between the seller and the buyer which ordinary advertising methods might fail to produce.

Nine out of ten hardware dealers—perhaps even a greater number—neglect entirely this fruitful method of inducing trade. They do not cultivate the human side of their customers; they fail to appeal to them from the sentimental side, which is strongly dominant in most people, although covered up at times.

A letter from a merchant to a customer attracts the attention of the customer to the store and its goods in a forceful way; it increases the respect and cordiality of the customer for the merchant; it makes the customer feel better acquainted with the man behind the counter—and it actually SELLS GOODS, which is best of all.

Some merchants send out personal letters to their customers when mailing monthly statements. This is a good plan, but letters would probably be received more cordially by the customer if not accompanied by a "dunning" bill, which can be mailed at some other time. Every merchant should get a letter to his customers three or four times a year, and oftener if possible.

THE VALUE OF NEATNESS.

Neatness is a great help in moving ready mixed paint. Dealers do not always appreciate this, even when a practical illustration of the fact is on their shelves in plain sight of themselves and their customers every day in the week. We refer to those cans with the soiled and torn labels and the gummy tops and bottoms; these are the cans that stay on the shelves year after year; customers refuse them, fearing they are partly leaked out or with the sub-conscious feeling the appearance of such cans give, that the contents are inferior goods. The dingy label, where we can make it out, as often as otherwise, shows that the color is one of our best sellers, yet customers often prefer to wait for fresh goods or even to buy elsewhere rather than to take such a can. Such cans injure the appearance of the whole stock and must have a tendency to hurt the sale, otherwise paint manufacturers would not be as ready as they usually are to replace them with clean, fresh goods.

The dealer, however, will seldom go to the trouble of sorting out these cans and packing, checking, billing and shipping them. An easier way is to send for fresh labels; they can be quickly applied and the residue of dried oil can usually be scraped off without much difficulty. This will entail some work, but it is worth it for it helps move the stickers.

Manufacturers Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

International Varnish Co., Toronto, has planned as a feature for fall campaign, a window trim in six colors. This is to help the dealer in the sale of "Lacqueret." The trim is so constituted as to be adaptable to any size window. The firm sends a plan of the window, with full directions for installation, with each trim sent out.

Pike Mfg. Co., Pike, N.H., the White Mountain Freezer Co., Nashua, N. H., and the Goodell Co., Antrim, N.H., are issuing jointly a very neat and attractive four page folder. This is known as the "New Hampshire Maid" series. The cover displays a New Hampshire maiden in different scenes. Inside, White Mountain freezers are advertised, and the Goodell Co. show their grape fruit knives. These knives separate the pulp from each pocket of the fruit, but do not cut out the partitions. On the back cover, The Pike Mfg. Co. advertise their different lines. Canadian dealers will be supplied on request.

Gipe Carrier Co., Toronto, are sending out a circular advertising their different lines of cash and parcel carriers. The new "Gipe" loop system is a good one. This carrier will serve any location on the second floor, no matter where the cashier may be located on the ground floor.

Pinchin, Johnson & Co., Toronto, have gotten out a handsome and well illustrated booklet, in which are catalogued their complete lines of superfine coach colors, varnishes, sundries and specialties manufactured entirely for the carriage and automobile trade. Small samples of the different shades are shown and all are alphabetically indexed. At the back of the booklet are listed different sundries, with particulars of how each is made. Full directions as to how to apply "Minerva" products are given.



Talks on Paint Selling

No. 1.

With the growth of competition comes increased difficulty in familiarizing the public with any special product.

This is nowhere more true than in the sale of paint or varnish.

There are in Canada and the United States over 1,350 paint manufacturers and 675 varnish makers. You are a dealer, but how many of these can you name from memory? How many do you think the average man on the street can name?

Yet practically every man, woman and child of intelligent years is familiar with the Sherwin-Williams trade mark and knows what it stands for.

As judged by modern standards, this acquaintance of the public with the S-W trade-mark is a commercial asset beyond value. It is the sign of conspicuous success and is the result of forty years of careful and honest production, progressive selling methods and public confidence, backed up by sincere and hearty co-operation with the merchants.

If the agency for the sale of S-W Paints and Varnishes is still available in your town, better find out at once how you can secure it and obtain the right to hang this trade-mark in your store.

THE SHERWIN-WILLIAMS CO.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER LONDON, ENG.

Hundreds of Hunters are going to carry "Tobin Simplex Guns" this Fall.

Are You Going to Sell your Share?

This coming shooting season there is going to be a great demand among sportsmen for the "Tobin Simplex Gun." They have given such thorough satisfaction in the past, you can depend on it, the hunter is going to ask for this dependable weapon. We have been doing considerable advertising for

Tobin Simplex Guns

and are daily receiving enquiries about them.

We are desirous of establishing connnections with live, aggressive dealers, in districts where we are not represented. The "Tobin Gun" is such a thoroughly good gun that to sell it is but a matter of displaying it and explaining its points of superiority. When you write us we will tell you about our "money back" guarantee. It gives dealers a forceful selling argument.

WRITE US TO-DAY.

The Tobin Arms Manuf'g Co., Limited

Woodstock, Ontario

REVOLVING CASES

For Bolts, Screws and other articles



Save time and money and mixing of contents of drawers. A handsome piece of furniture as well as very useful for bolts, screws and other articles. They are used by Hardware Dealers, Plumbers, Machine Shops, Auto Manufacturers, Dealers, and Repairers. Each drawer is locked in the Case to prevent its removal, therefore the contents of the drawers are not apt to get mixed. These Cases are made square with square drawers, or octagonal with V-shaped drawers as desired. They are well finished and will last indefinitely. Sold by all jobbers in Hardware and Auto Supplies.

Manufactured by

American Bolt & Screw Case Co.

DAYTON, OHIO, U.S.A.

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

Market Situation

METAL MARKETS.

The opening of Fall trade has brought about a considerable improvement in various metals, and orders are being booked more readily than for some weeks. There has been an advance in lead, due probably to the rumors of an international combine, the net result being that lead has advanced during the month from $3.85 to $3.95, imported lead being 10c. lower.

Pig Iron furnaces are reported as being very busy, and the Canadian market is certainly in much better condition than across the line. Even in the States, however, there is much talk of improved conditions, and the outlook is considerably brighter than during the Spring and Summer. We are quoting Canadian Foundry No. 1 at $18.50, with Old Country irons ranging from $19.00 to $22.00. **Copper** locally is in fair demand, but the market on a whole is featureless, prices continuing steady at 13 1-4c. per lb. **Tin** has fluctuated during the month, but speculators continue in control, and there is little likelihood of any change for some time. A good trade is being done and there is a growing confidence in the stability of the market. Prices continue at around 45c. per lb., with some talk of an advance due to pressure from the syndicate in control during the next month or so.

Spelter has strengthened in harmony with Lead, its sister metal, and stocks on the market are light, and there is an active demand. The Spelter market in Europe is particularly strong.

Sheets and Plates are moving very freely, with some talk of difficulty in obtaining stocks of Galvanized Sheets. General difficulty has been experienced of course in securing prompt deliveries of orders from Great Britain owing to the seamen's strike and this will, of course, effect delivery of sheets to Canadian buyers Prices are firm and unchanged.

HARDWARE MARKETS.

The past month's trade has been exceedingly satisfactory to hardware jobbers, no interruption having occurred whatever as a result of the election campaign which is nearing its conclusion. Conditions seem to be very satisfactory in all parts of the country which by the orders being received, and with practically all industries working full or extra time, there is every prospect of a really busy Fall and Winter.

Sporting Goods have enjoyed a particularly large trade, and shipments of booked orders have been very heavy. Sorting is commencing, and already there is talk of some shortages in certain classes of guns and ammunition. Fall and Winter sporting goods, such as football supplies, skates, hockey goods, etc., are beginning to receive attention.

Builders' Hardware orders have likewise been very heavy, and in some lines manufacturers have found it difficult to supply the demand. Large numbers of houses have reached the finishing stage and trade in builders' hardware department of the retail stores will be very brisk during the next couple of months. Sash Cord has been reduced to 31 1-2c. per lb.

House Furnishings. Orders placed for stoves and heating goods have been very heavy, the indications being that some manufacturers at least will be unable to supply the goods to those who leave off ordering until the cold weather arrives. Washing Machines and Wringers have also been freely ordered, this being a very good line to push in the Fall, when farmers' wives have money to spend for labor saving machinery. Preserving goods, food choppers, kitchen utensils, etc., are in constant demand, and trade in these lines has been very satisfactory.

Winter Goods. Orders are being placed in fair quantities for skates, lanterns, lighting goods, foot warmers, horse blankets, sleigh bells, etc., deliveries to be made later on. The demand for lumber supplies is also very heavy, and good trade is anticipated during the Fall months.

PAINT AND OIL MARKETS.

An unusually good trade is being done by paint manufacturers at present, the demand being so great [illegible] that paints are being taken in car-load lots. All through the Summer trade has been very good.

The difficulty experienced in securing shipments of lead from Europe, owing to the Seamen's strike, coupled with the talk on an international white lead combine embodying practically all the English, German, Belgian and American manufacturers, has resulted in a considerable strengthening of the **White Lead** market. Prices have advanced in England as well as in Canada, figures being 15c. higher than lead has been selling for some time. We are now quoting $6.55 for Elephant Genuine lead in ton lots, or $6.30 for Decorator's pure, in ton quantities.

Linseed Oil has also advanced during the month, prices being 3c. higher, and local quotations being $1.01 for raw oil in single barrel lots, or $1.04 for boiled oil. Reports indicate that there will be no shortage of flax-seed in the United States, and that oil crushers are holding up the market so that there is hope of lower prices in oil next month, but with white lead advancing, the ready mixed paint situation is favorable to a maintenance of present prices without any change in retail quotations for next season.

Turpentine has eased off a little, and quotations are now 72c. per gallon in single barrel lots, instead of 74c. quoted a month ago.

Window glass and **putty** are in particularly strong demand, shipments being very heavy in response to orders received from contractors who have buildings to enclose before the cold weather arrives. Prices are being held quite firmly, and so far no shortages in stocks are reported.

WESTERN HARDWARE MARKETS.

During the past few weeks the West has been undergoing a series of "quivers" which come almost annually, regarding the ingathering of the grain crop. Expectations were that an immense harvest would be had, but for various reasons the results are not as large as anticipated. However, there will be a good crop gathered and business is showing increase now. Up to July the output had been about even with 1910's sales, but July and August sales showed a very material increase over last year's business. Fine orders are being received now, and wholesalers are doing their utmost to have every dealer well supplied for a big Fall's turnover.

Winnipeg Prices Current.

Black Sheet Iron—28-gauge, $3.75; 26, $3.60; 24, $3.50; 22 20, 18, 17, $3.50; 16, 14, 12, $3.40; 10, $3.25.

Canada Plates—Half polished, 6-7, $3.65; 8, $3.90; full polished, 6-7, $4.40; 8, $4.65.

Copper—Planished, 16 oz., 30c.; plain tinned, 16 oz., 24c.

Galvanized Iron—Apollo, 10¾ oz., $4.80; 28, $4.60; 26, $4.20; 24, $4.00; 22, $4.00; 20, $3.90; 18, $3.85; 16, $3.80. Queen's Head, 28 guage, $4.80; 26, $4.60; 24, $4.20; 22, $4.20; 20, $4.00.

Tin Plates—I.C., 20 x 28, full boxes, $10.25; half boxes, $5.50; I.X., 20 x 28, full boxes, $12.25; half boxes, $6.50; I.X.X., 20 x 28, full boxes, $14.25; half boxes, $7.50; Terne, 20 x 28, $9.75.

Iron—Bar, $2.50; Base, sleighshoe steel, $2.65; plow, common, $4.50; crucible plow, $6.00; angle, $2.75; harrow, $2.75; cast October, 8½ base; Spring, $3.40; machine, $3.50, tire, $3.00.

Wire—Barb, $2.65; Annealed, 9-gauge, $3.00; 10, $3.06; 11, $3.12; 12, $3.20; 13, $3.30; 14, $3.40; 15, $3.55; 16, $3.70. Galvanized, plain, 8-gauge, $3.40; 9, $2.90; 10, $3.50; 11, $3.55; 12, $3.10; 13, $3.25; 14, $3.95; 15, $4.50; 16, $4.75. Stove pipes, Noc. 18 and 19, 5¼. Poultry netting, 57½ p.c.

WANTED.—A stock keeper for wholesale house, must be thoroughly familiar with all shelf goods. State experience and salary. PEART BROS. HARDWARE CO., REGINA, SASK.

WANTED.—A hardware man with a few years' experience (in wholesale house preferred) for putting up orders wholesale house. State experience and salary required. PEART BROS. HARDWARE CO., REGINA, SASK.

You Can't Overlook Facts

Mr. Dealer:—Here are a few statements that you can't afford to overlook.

Minerva Paints and Varnishes were first manufactured in England 76 years ago—their growth was spontaneous and steadily increased until the London house was supplying *Minerva Brands* to the markets of the world. Canada was recently recognized as a market which could produce a large demand, and although the competition was strong, it was decided to build a Canadian factory and manufacture identically the same brands as were made in England. About six months ago the large Toronto factory started to fill the already waiting orders. Since the first day the success of *Minerva Paints and Varnishes* has surpassed all expectations. The demand has been such that the extreme possible output has been taxed. The success of *Minerva Brands* has been assured in Canada. There are reasons for such growth.

Minerva Paints and Varnishes give honest value—they contain absolutely the very highest grade ingredients possible to procure.

The Manufacturers co-operate in every possible way with the dealer.

Extensive consumer advertising is used. A good fair margin of profit and an attractive proposition is offered.

This is why Minerva Brands mean your reputation and profit.

Write us for information—be a part of this big selling organization and get your fair share of the waiting profits.

Established in England—1834 F29

Pinchin, Johnson & Co. (Canada), Ltd.
377-387 Carlaw Ave., Toronto, Can.

Glass! Glass!

We have just moved into our new six-story building on Spadina Avenue which has **42,000 feet floor space** stocked with glass of every description for building purposes and is equipped with every modern convenience for the rapid handling of glass.

Just give these facts a moments consideration and consider what they mean when you are in need of a hurry-up order.

No vexatious short shipments or delays in shipping. Give us a trial on your next specifications and get

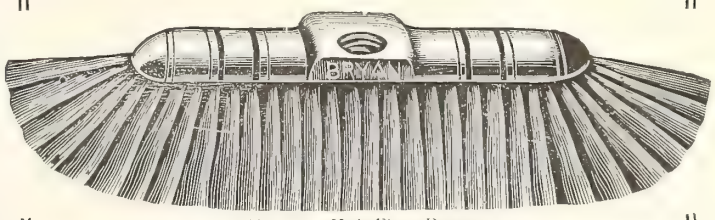
QUALITY and PRICES that are RIGHT

The Consolidated Plate Glass Company of Canada Limited

WINNIPEG TORONTO MONTREAL
241 Spadina Avenue

Time For Fall Housecleaning

Now is the time to stock up and bring to the front brushes and brooms required for cleaning after the summer holidays are over.



No. 354. Hair Floor Broom.

We make all kinds of brushes for painting and cleaning, and on receipt of a post card request will send a copy of our 1911 catalogue.

THOMAS BRYAN, Limited
London - - - Canada

Patterns for the Tinshop

Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

TWO METHODS FOR MAKING BALLS.

By G. L. Gray.

To make a ball by means of gores. First, strike a circle the required size of ball and erect center line R S, space the circle into the required number of equal parts, R U being the centre of gore, space half a space each side of U as A L, and draw lines A R and L R which form the miter lines for gore, draw line R N and erect line N O at right angles with line M N, and with the compasses set the distance R U, set point at N and draw 1-4 circle C P, which forms an exact 1-4 section of ball, space 1-4 circle O P into any convenient number of equal spaces as shown 1 2 3 4 5 6 7, with compasses already set, place point at Q on centre line Q S, space off strechout 1 2 3 4 5 6 7 6 5 4 3 2 1, place the T square at right angles with line Q S, draw lines indefinitely intersecting and stretchout points 1 2 3 4, etc., place T square parallel with line M N, draw lines 2 3 4 5 6 7 of 1-4 section intersecting miter lines R L and R A, place T square parallel with centre line R S and bring it successively against the points in the miter lines R A and R L, drawing the lines across corresponding numbers in the stretchout, a line traced through the intercepting points in the stretchout will give the pattern of a section or gore.

A perfectly round ball can be made by placing the gores on a raising block and raise them to the exact circle.

Fig. No. 2 can be made in any number of parts the shape of zones. First draw a circle the required size of ball, in this case to be made in 11 parts, A B C which represents the elevation, erect centre line I E, indefinitely divide the elevation into the required number of sections as shown B K L M N O from these points draw at right angles with centre line I E across elevation, which represents the seams of the different zones in elevation, on line I E below elevation taking R as centre, draw plan of the ball shown by C H I J, draw line G R H and from points K L M N O in plan drop lines to the corresponding letters on line R H of plan, taking R as radius point, strike circles K L M N, which represents the seams of the different zones in the plan, also giving the stretchout for the different zones, draw line through points O N in elevation until it intersects centre line at E, which is the radius point for zone O N, set compasses at point E, strike sweeps N and O indefinitely, space quarter circle H J into a convenient number of spaces, as C 1 2 3 4 5 6, and with the compasses already set, space zone O N on sweep C 1 2 3 4 5 6 5 4 3 2 1 C, drawing dotted line C E, which completes pattern for one O N. The other three zones N M, M L and L K are gotten by the same method as O N, the centre zone being a straight strip, the stretchout being spaced from J H in plan same as zone O N, the top or smaller section marked R in plan being a flat circle. When the different parts are all raised the exact circle, they will form a perfectly round ball.

ESTABLISHING TORONTO BRANCH.

The Waldon Company, Winnipeg, Canadian agents for the "Spencer" magazine boiler and "Storm King" furnace, have opened a Toronto branch in the Lumsden building, corner of Yonge and Adelaide streets, the manager of the branch being R. Y. McLean.

Owen Sound Steel Press Works, Owen Sound, are introducing the Perfection Steel Ankle Support, a device of particular value not only to women and children with weak ankles, but to those who do a lot of skating and find it necessary to take every possible advantage of having their skate solidly fastened to their feet. Hockey players who have used the ankle support state that it is a decided advantage to turn quickly, or when it is found necessary to run on the toes and gain additional momentum.

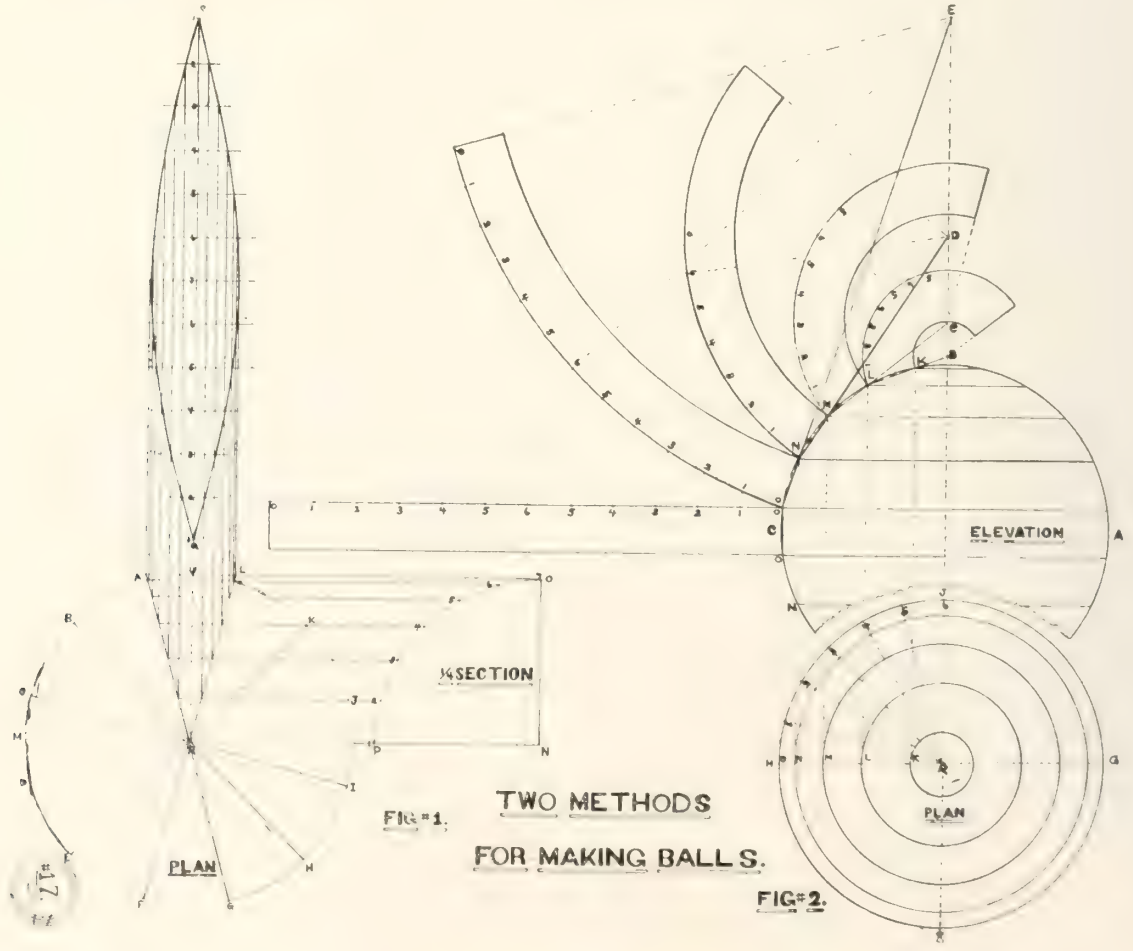


FIG.1. TWO METHODS FOR MAKING BALLS. FIG.2.

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited, Makers, Bristol, Newport

A. C. LESLIE & CO., Limited, MONTREAL, Managers Canadian Branch

Enroll now for fall and winter study

SEPTEMBER is the best time to start your course which gives you ten months of uninterrupted study, as our scholars are not expected to study during July and August.
Experience has proven that Sheet Metal Pattern Drafting can be taught more thoroughly by correspondence, us ing my short methods, than by personal instruction, for the scholar who studies out a problem himself will remember it longer and will have more confidence in himself than the one who has an instructor at his elbow.
My full (25) months' course is ($35.00), payable ($3.00) first payment with application and ($2.00) each month till paid, or ($25.00) for full course in advance.
Write for my new circular giving full information about this school, also list of the (125) school drawings.
Enclose four cents in stamps to cover postage.

GRAY'S SCHOOL
3537 Third Ave. - - - NEW YORK CITY

Monarch Typewriters

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

THE MONARCH TYPEWRITER CO., LIMITED
46 ADELAIDE STREET WEST
TORONTO, - ONT.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents
15½ TORONTO ST., TORONTO 52 CANADA LIFE BLDG., MONTREAL

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the assured
67 Victoria Street, Toronto

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs.



HARDWARE BUSINESS OPPORTUNITIES.

Ads. inserted under this head one cent per word, each insertion. Each Journal subscriber is allowed to insert one 25 word ad. free each year.

SHELF BOXES FOR SALE—562 Bennett Shelf Boxes for sale. Oak front, different sizes; new. Apply Box 1026 Hardware and Stove Journal, Toronto.

TOOLS FOR SALE—Oster pipe dies, 1 to 2 inches; Armstrong dies, 2½ to 4 inches, both in first class condition. Paulin & Rutherford, Simcoe, Ont.

TINSMITHS—I need 4 tinsmiths and 2 improvers. First-class shop; good class of work; highest wages and year round job. J. C. Wanless, Chatham, Ont.

CLERK WANTED—four years' experience, good stock keeper. Permanent position for right man. State salary. J. H. Bell, Mattawa, Ont.

EXPERIENCED HARDWAREMAN wanted as Vancouver. Must be experienced at accurately posting Canadian, American and European invoices and keeping up price book for retail and wholesale hardware house. Reply immediately, giving age, single or married, former experience, with whom, and salary expected, correspondence confidential. Martin Finlayson & Mather, Vancouver, B.C.

Will You Judge This Two-coat Combination Yourself?

May we send you, without cost to yourself, sample on wood of our

Two-Coat Combination

Standard Turpentine Shellac and G. P. Hard Oil Finish

Examine it carefully. Note the splendid surface and supporting properties of **Standard Turpentine Shellac.** Look at the semi-flat finish it gives, see how it does not raise the grain of the wood, and you'll agree there is nothing like **Standard Turpentine Shellac** for first coating open-grained or paste-filled woods.

Used with our **G.P. Hard Oil Finish** a truly remarkable effect is obtained in our two-coat combination.

These are only two of the famous International Line.

Get details of our full range of varnishes.

All Standard Varnish products are put up in Full Imperial Measure Cans ONLY.

Made by the

INTERNATIONAL VARNISH CO. LIMITED

CANADIAN FACTORY OF STANDARD VARNISH WORKS

TORONTO WINNIPEG

M-L Paints



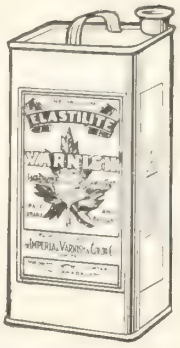
Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line. Get particulars from—

Imperial Varnish & Color Co.
Limited

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg

524 Beatty St., Vancouver

Leeknott

CASCO

ROOFING

MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

WILL LAST FOR YEARS IN ANY WEATHER

Canadian Supply Co.

Roofers' Supplies

220 KING STREET WEST

TORONTO

AGENTS WANTED

PREVAILING MARKET PRICES.

Toronto, August 10th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20
Antimony, per lb. 0 08¼
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting..... 13¼
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig	3 95
Imported pig, 100 lb. ..	3 85
Bar pig	4 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb.,	24½ 26½
Spelter, foreign, per 100 lb.	6 00
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb...44 00	46 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets..	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots..... 7 25	7 35
72x30 up to 26 gauge, case lots	7 85

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	11¼
Light copper bottoms ...	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Barrels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—

Can. Prime white, gal.	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—

Bulk in casks	2 00
Bulk 100 lb. drums....	2 20
Bladders in barrels	2 40

Ready Mixed Paints—
Per gallon, qt. tins. 1 50 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 75
Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 72
Linseed Oil, single barrel, raw 1 01
Linseed Oil, single barrel, boiled 1 04
Rosin, "G" grade, bbl. lots, 100 lbs. 3 25
Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—tons:

B. B. genuine	7 40
Elephant genuine	6 55
Other brands 6 15	6 50

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 08½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.
Miscellaneous—

Beeswax, per lb.	0 40
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. ..	2 30
Paris white, bbls.	0 90
Whiting, gilders, bolted..	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal. Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slaters paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets—Tinsmith's, 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine
Sisal rope 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 55

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 10.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 50 and 10 p.c.
Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

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E. T. Wright & Co., Hamilton.

LAWN MOWERS.
D. Maxwell & Sons, St. Marys.
Jas. Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

LIGHTING FIXTURES.
Jas. Morrison Brass Mfg. Co., Toronto.

LOCKS, KNOBS, ETC.
Belleville Hardware & Lock Mfg. Co., Belleville.
Hamilton Stove & Heater Co., Hamilton.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

METALS (Sheet and Ingots).
A. C. Leslie & Co., Montreal.
McClary Mfg Co., London.
Sheet Metal Products Co., Toronto.
U. S. Steel Products Co., Montreal.
B. & S. H. Thompson, Montreal.

NAILS (Wire)
U. S. Steel Products Co., Montreal.

OILERS.
Thos Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

OIL STONES.
Pike Mfg. Co., Pike, N.H.

OIL STOVES.
Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London
Queen City Oil Co., Toronto.
Sheet Metal Products Co., Toronto.

OIL PUMPING SYSTEMS.
S. F. Bowser & Co., Toronto.
National Equipment Co., Toronto.

ORNAMENTAL IRON WORK.
Canada Wire Goods Co., Hamilton.

OVEN DOOR SPRINGS.
U. S Steel Products Co., Montreal.

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Brandram Henderson, Ltd., Montreal.
Canada Paint Co., Montreal.
Canadian Oil Companies, Toronto.
Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto.
Glidden Varnish Co., Toronto.
Lowe Bros., Ltd., Toronto.
Martin-Senour Co., Montreal.
Benjamin Moore & Co., Toronto.
Ohio Varnish Co., Cleveland.
Pinchin Johnston Co., Toronto.
James Robertson Co., Toronto.
Sherwin Williams Co., Montreal.

POULTRY NETTING.
B. Greening Wire Co., Hamilton.
John Lysaght, Ltd., Bristol, Eng., and Montreal.

PLUMBING GOODS.
James Morrison Brass Mfg. Co., Toronto.

PNEUMATIC WATER SYSTEMS.
National Equipment Co., Toronto.

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Gillette Safety Razor Co., Montreal
International Distributing Co., Montreal.

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Pike Mfg. Co., Pike, N. H.

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Gurney Foundry Co., Toronto.
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James Stewart Mfg. Co., Woodstock.
James Smart Mfg. Co., Brockville.
Tuttle & Bailey Mfg. Co., Bridgeburg.

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Metal Shingle & Siding Co., Preston.

ROOFING (Prepared).
Brantford Roofing Co., Brantford
Canadian Supply Co., Toronto.
Standard Paint Co., of Canada. Montreal.

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Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

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Lufkin Rule Co., of Canada, Windsor.

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Dover Mfg. Co., Canal Dover, Ohio.
Taylor Forbes Co., Guelph.

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Goldie-McCulloch Co., Galt.

SAWS.
E. C. Atkins & Co., Hamilton.

SCALES.
Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.
B. Greening Wire Mfg. Co., Hamilton.

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American Bolt and Screw Case Co., Dayton, Ohio.

SHOVEL SAND SPADES.
Lundy Shovel & Tool Co., Peterboro.

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Oneida Community, Ltd., Niagara Falls, Ont.

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McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto
B. & S. H. Thompson, Montreal.

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H. S. Howland Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto
Tobin Arms Mfg. Co., Woodstock.

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Burrow Stewart & Milne, Hamilton.
W. J. Copp, Son & Co., Fort William.
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Doherty Mfg Co., Sarnia.
Down Draft Furnace Co., Galt.
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Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Grimsby.
Adam Hall, Peterboro.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Specialties Manufacturing Co., Grimsby.
James Smart Mfg. Co., Brockville.
James Stewart Mfg. Co., Wood stock.
Supreme Heating Co, Welland.

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U. S. Steel Products Export Co., Montreal.

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J. J. Turner & Son, Peterboro

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Pike Mfg. Co., Pike, N.H.
Taylor Forbes Co., Guelph.

TOOLS.
Allan Hills Edge Tool Works, Galt.

TRAPS.
Oneida Community, Ltd., Niagara Falls, Ont.

VACUUM CLEANERS.
Onward Mfg. Co., Berlin.
Page Wire Fence Co., Walkerville.
U. S. Steel Products Export Co., Montreal.
Universal Vacuum Cleaner Co., Montreal.

VALVES.
James Morrison Brass Mfg. Co., Toronto.

WAFFLE IRONS.
Taylor Forbes Co., Guelph.

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Cummer Dowswell, Ltd., Hamilton
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

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Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).
Canada Steel Goods Co., Hamilton.

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Kennedy Hardware Co., Toronto.
Lewis Bros, Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Limited, Regina, Sask.
Peterboro Hardware Co., Peterboro.

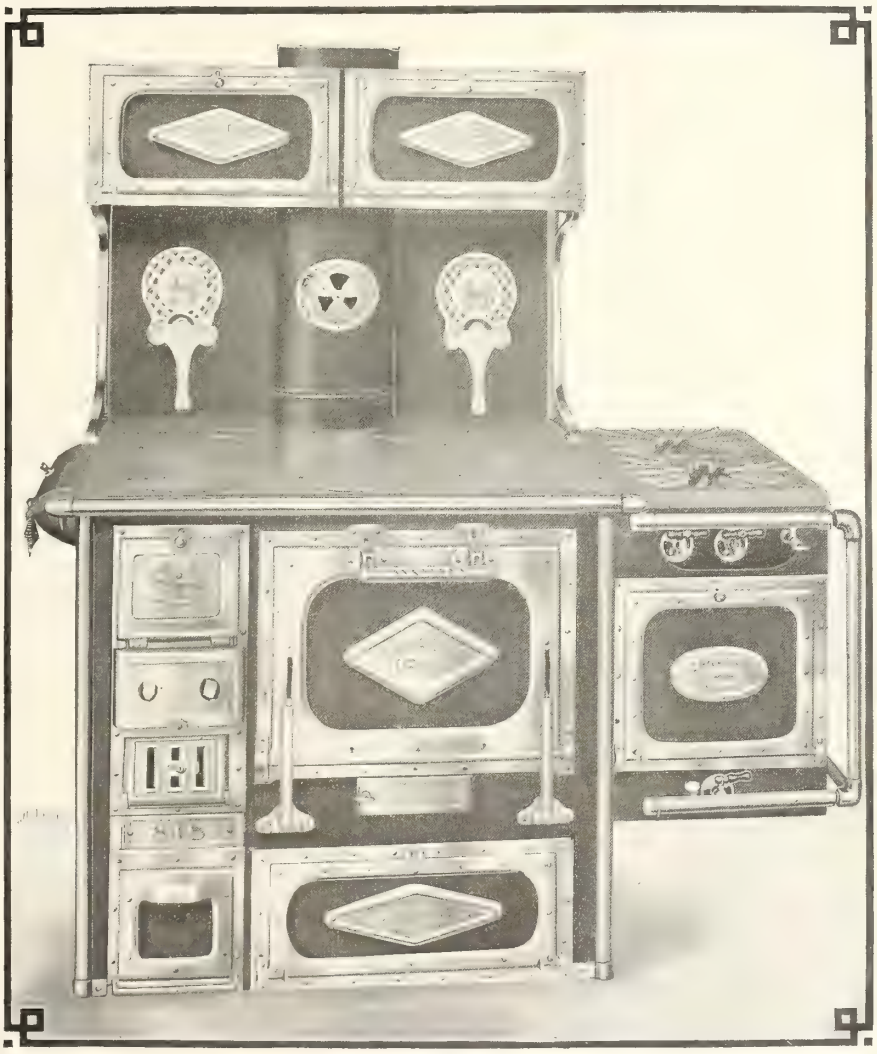
WIRE FENCING.
Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.
Canada Wire Goods Mfg. Co., Hamilton.
B. Greening Wire Co., Hamilton

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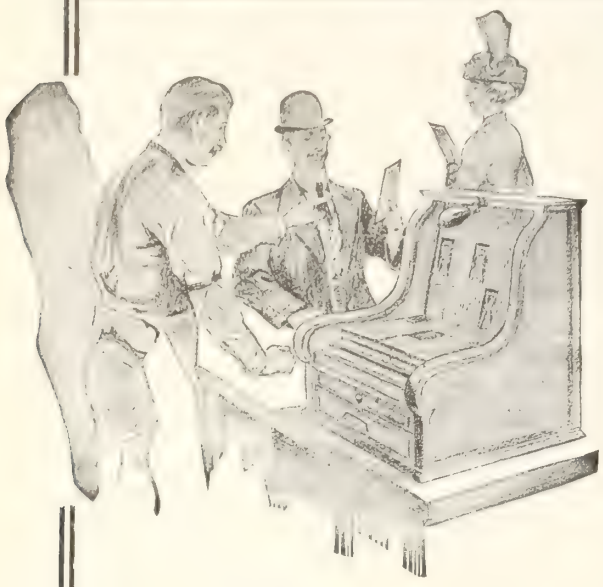
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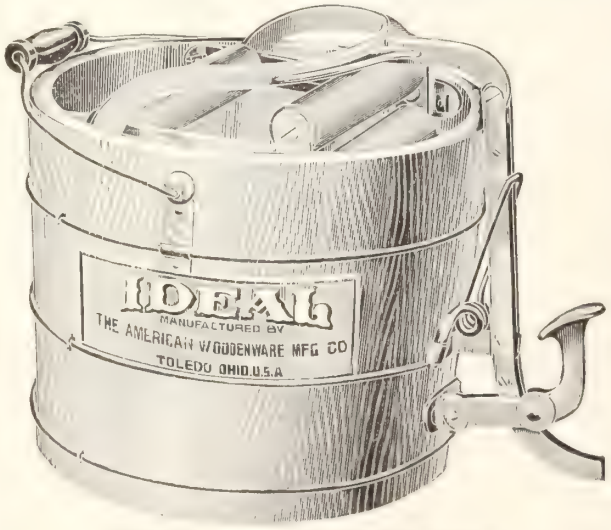
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Made in three sizes. Packed six in each crate.

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Lyons & Marks, 120 Bay Street, Toronto, General Agents

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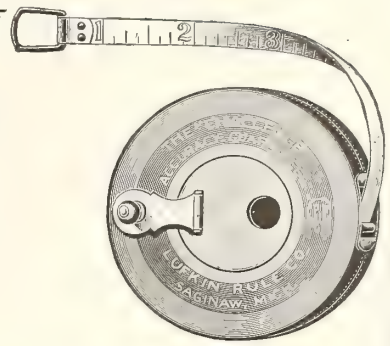
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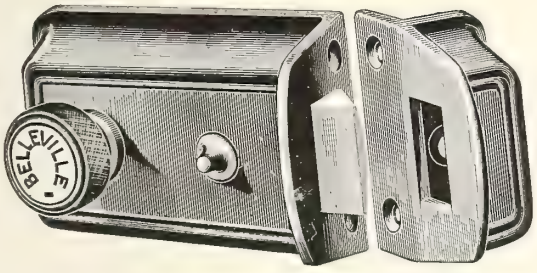
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Not an automatic freak but a razor hone and strop combined in one article and sold at a price within reach of all. It is the fastest selling novelty offered the hardware trade for years. Why not get in touch with us at once.

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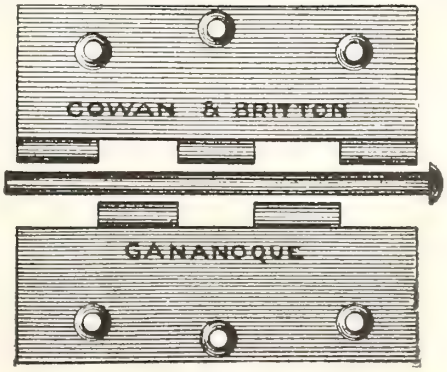
THE QUALITY IS GUARANTEED

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We make a full line, including Butts, Hinges, Hasps, Staples, Nails, etc. WRITE FOR CATALOGUE.

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"I paid that already!"

"Sorry, madam, but we have no record of it!"

"I don't care, I paid it."

"Well——?"

What's to be done?

Will the customer pay again?

Or will the merchant cancel the charge, satisfied he's a loser.

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Successful merchants put a receipt in every parcel.

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THE NATIONAL CASH REGISTER COMPANY

Head Office and Factory, for Canada, at Toronto

F. E. MUTTON, Manager in Canada

CANADIAN HARDWARE AND STOVE JOURNAL

Vol. 3. No. 10. OCTOBER, 1911 One Dollar Yearly

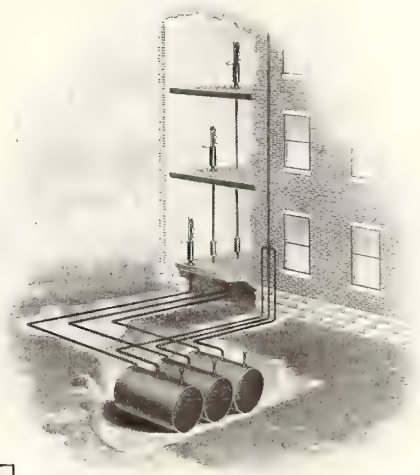
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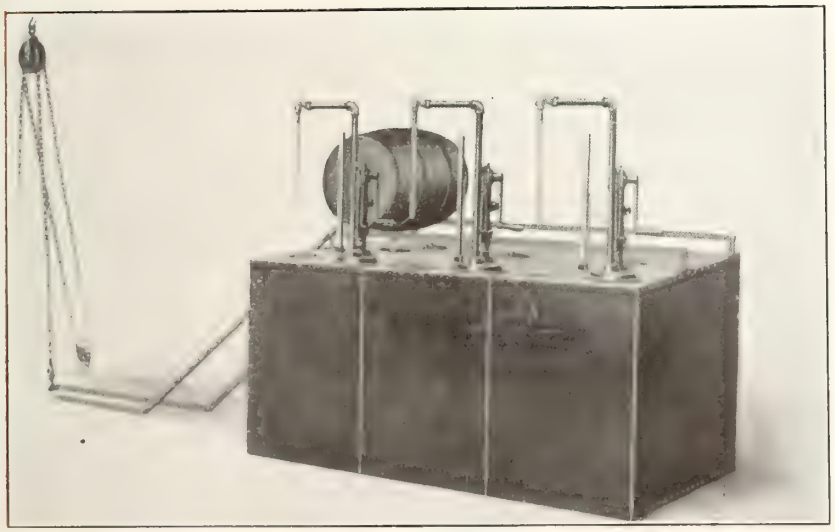
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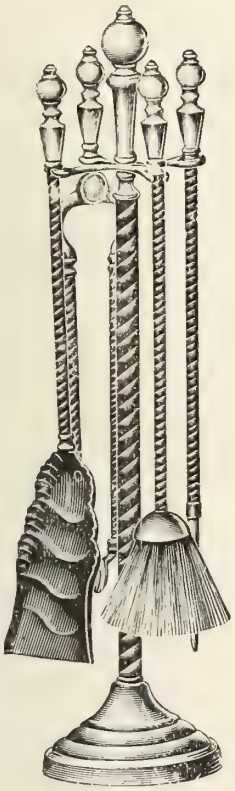
are easy to carry. Trappers like them because they are light, compact, and can be set in narrow runways.

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Fire Screens and Gas Logs, Etc.

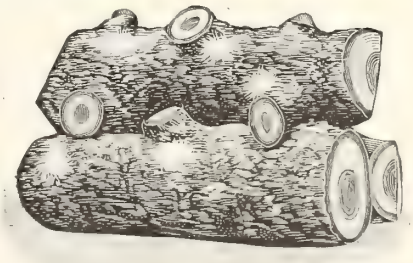


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(as illustrated)
Sizes 14", 16", 18"
Best Brand Clay Logs.



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Pocket Cutlery and Butcher Knives

47 - 11 Razors

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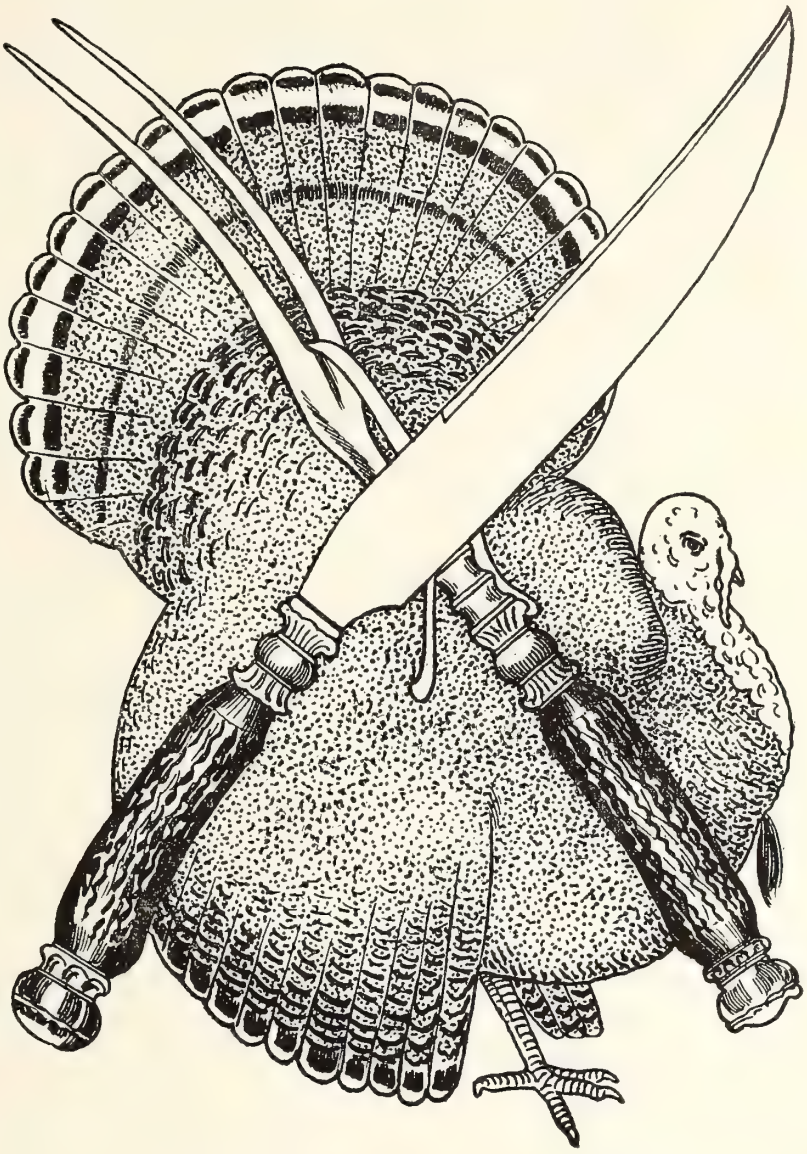


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Japanned and Copper Ware

Stove Shovels Metals Etc.

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¶ We are ready to supply you with cutlery of quality such as:— Joseph Elliot & Sons Case Carvers, Fish and Game Carvers, Etc.

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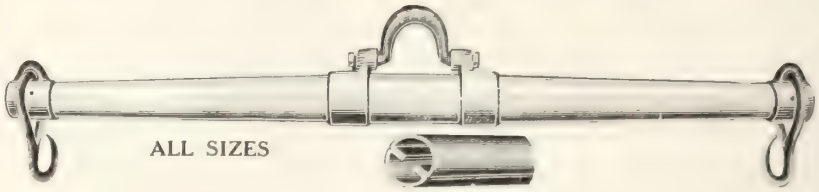
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Tubular Steel Whiffletrees
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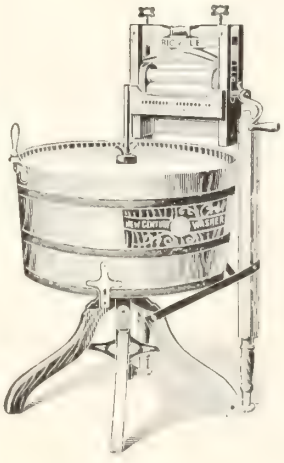
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BIG PROFITS



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HAMILTON — Manufacturers — CANADA

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There has never been a time since Washing Machines, Clothes Wringers, and Barrel Churns have been on the market that



New Century Washers
ARROW BRAND Clothes Wringers and Leader Churns

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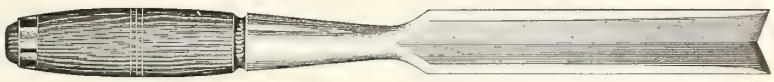


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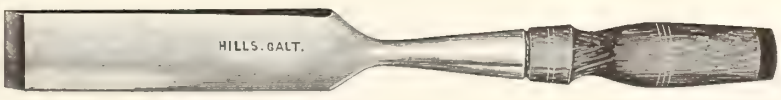




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EVERY TOOL GUARANTEED

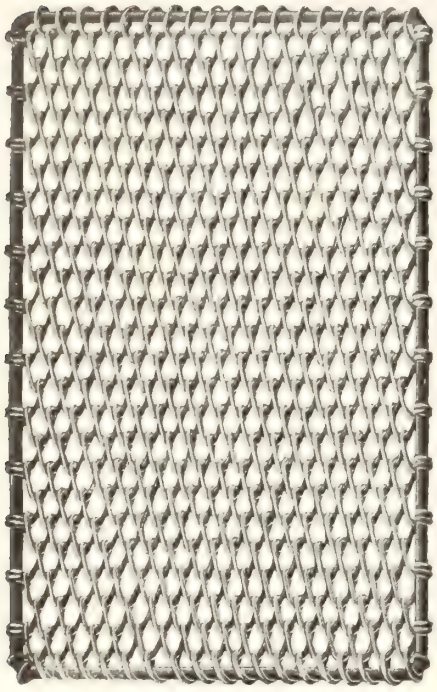
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Galt, Ont.



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No article is so indispensable in every home as an efficient DOOR MAT, and no line of door mats is so chock full of quality and has such an effective cleaning surface as



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Improved Reversible Steel Wire Mats

In a cheaper grade you will also find our "Simplex" DOOR MAT a rapid seller and genuine satisfaction giver.

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Your Jobber Can Supply You

The B. Greening Wire Co., Limited

HAMILTON MONTREAL

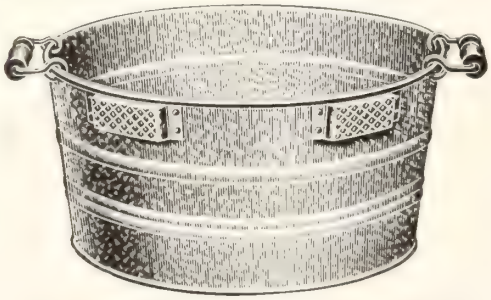
Wright's Galvanized Tubs

With Wood-filled Wringer Attachment

This attachment is a special feature of our tub. It gives a firm support for the wringer and prevents buckling of the tub from the weight of the wringer.



Include some samples of our tubs in your next order of kitchen supplies, and compare them with any other tubs at present on the market.



The right shape—The right quality—The right price

Made in three sizes
Perfectly coated Large wooden handles



Galvanized Fire Buckets

Two sizes. Stencilled.

Plain galvanized or painted red.

Write for particulars of our

Fire Bucket Tank

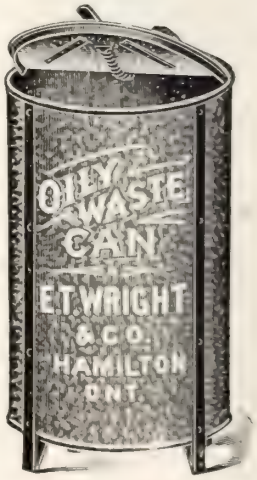
an inexpensive and absolute protection against fire.

Galvanized Oily Waste Can

Diameter 14 in. Height 25½ in.

Stencilled in red lettering.
Self-closing Cover.

A safe receptacle for oily waste and other inflammable material.



E. T. WRIGHT & CO., Hamilton, Canada

(H. G. WRIGHT)

Winnipeg Distributing Agents:
MERRICK-ANDERSON CO., Winnipeg, Man.

Toronto Agent:
F. B. WILSON, 33 Maitland St., Toronto, Ont.

Vancouver Distributing Agents:
MACPHERSON & TEETZEL, Vancouver, B.C.

Winnipeg Agents:
W. REYNOLDS & CO., Winnipeg, Man.

Here's a Good Proposition For You, MR. DEALER



Do Your Customers Burn Soft Coal?

IF they do, you have no doubt heard of their trouble with the ordinary heater---a heater not suited to the demands of soft coal.

¶ You will notice here an illustration of the

Sofco Heater

Built Especially for Soft Coal Districts

This Heater is a smoke and gas consumer, the only method by which soft coal can be burned successfully.

¶ You know the saving in a winter's fuel by purchasing soft coal. Would this not appeal just as eloquently to your customers?

¶ Soft coal is a first-class fuel if it is harnessed correctly, and many more people would use it than at present if they knew of the **"SOFCO."**

The "SOFCO" is a tested Heater backed by us. There is business in it for you if you will only go after it.

McCLARY'S

LONDON TORONTO MONTREAL
WINNIPEG VANCOUVER ST. JOHN
HAMILTON CALGARY SASKATOON

SPECIALTIES WITH MERIT

Applepickers'
Blouses or Aprons
Made of Strongest Duck

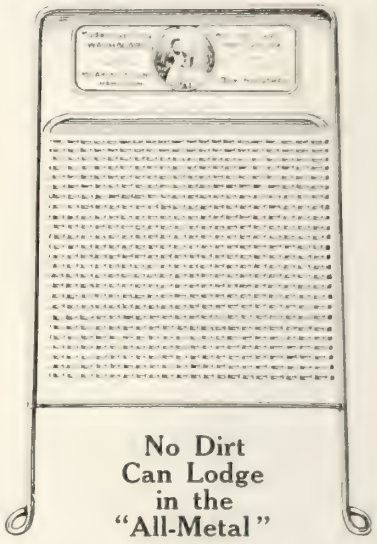


HICKORY APPLE BASKETS

ALL SIZES IN STOCK

Send for Particulars and Prices to

All Metal
Sanitary Washboards



No Dirt
Can Lodge
in the
"All-Metal"

MEAKINS & SONS - Hamilton, Ont.

"BANNER" COLD BLAST LANTERNS



First in
Workmanship
On Account of the Experience of the
Makers



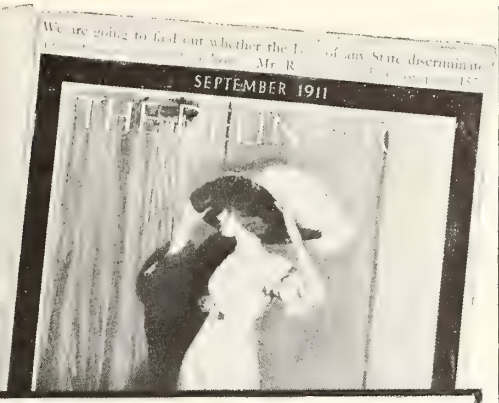
First in
Sales
On Account of the Experience of the
Buyers

THE ONTARIO LANTERN AND LAMP CO., Limited

Head Office and Factory: HAMILTON, ONT.

MONTREAL BRANCH: 30 ST. DIZIER ST. WINNIPEG BRANCH: 56 ALBERT ST.









THE

"WEAR-EVER"

Sample Aluminum Saucepan

pictured, of which the list price is 55 cents, was advertised in women's magazines last year as the sample that would be sent for 30 cents to women who could not secure the saucepan off dealers. The same saucepan will be advertised this year. In order that women may secure the sample saucepan from you, rather than from us, we make you a price on this special of 20 cents, if ordered in lots of twenty-five or more.

Cash in on the demand created by demonstrating salesmen and by national advertising of aluminum utensils bearing the "Wear-Ever" trade mark. Write

The Aluminum Cooking Utensil Co.

DEPT. 27, NEW KENSINGTON, PA.

Distributing Agents for Canada, Northern Aluminum Co., Ltd., Toronto, Can.

Warehouses: New Kensington, Pa., East St. Louis, Ill., Portland, Ore., Toronto, Ont.

Branch Offices: Boston, New York, Philadelphia, Pittsburgh, Cincinnati, Detroit, Chicago, Baltimore, Minneapolis, Kansas City, East St. Louis, New Orleans, Portland.







"No! They are not all the same."

"Wear-Ever"

Aluminum Utensils

are different.



Of course, aluminum is aluminum; but utensils may differ in *purity*, in *thickness*, in *handles*, in *finish*.

Purity. "Wear-Ever" utensils are 99 per cent pure.

Thickness. They are made *thick* enough to prevent denting readily; *thick* enough to guarantee a lifetime of satisfactory service.

Handles. Take hold of the aluminum handle of a hot aluminum utensil—even with the usual "holder"—and you quickly will be convinced that aluminum is a "good conductor of heat." The handles of "Wear-Ever" utensils are made of the best tinned steel. Aluminum handles would become too hot—wooden handles would burn off or break. The handles of "Wear-Ever" utensils are gripped to the utensils by aluminum rivets with large heads. The heads are not sunk into the side of the utensil—the side remains of uniform thickness, strong enough to hold the handle on firmly for years.

Finish. The outside of a "Wear-Ever" utensil is polished. The inside is hardened by an electrical process which makes the metal harder, smoother, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

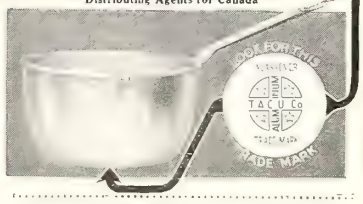
THE "WEAR-EVER" TRADE-MARK is your guarantee of Safety, Saving, Service.

Replace utensils that wear out with utensils that "Wear-Ever"

If your dealer cannot supply you with "Wear-Ever" ware, just fill in and mail the coupon below, enclosing 15 two-cent stamps (Canadian stamps accepted), and we'll send you, prepaid, the 1-quart saucepan pictured.

Write for booklet, "The Wear-Ever Kitchen."

THE ALUMINUM COOKING UTENSIL CO.
Dept. New Kensington, Pa.
or NORTHERN ALUMINUM CO., Ltd., Toronto
Distributing Agents for Canada



THE ALUMINUM COOKING UTENSIL CO.,
Dept. New Kensington, Pa., or
Northern Aluminum Co., Ltd., Toronto, Ontario.
(Distributing Agents for Canada.)

Please send me, prepaid, sample, 1 quart "Wear-Ever" Saucepan, for which I enclose 15 two-cent stamps (30c.), money to be refunded if I'm not satisfied.

Name_____

Address_____

Dealer's Name_____

Satisfy Your Customers

By handling Davidson's Enamel Ware

Our Brands "Colonial" AND "Premier"

White and Star Decorated.



Attractive in color.

Smooth in finish.

Clean as china.

Profit and Satisfaction in every sale made.

Write us to-day if you are not already selling our line. We will at once arrange for our nearest traveller to call.

The THOS. DAVIDSON MANUFACTURING CO., Limited

MONTREAL TORONTO WINNIPEG



Our New Cast Range

For City and Town Trade

We want you to investigate the merits of

THE FAIRY DIAMOND

Made in 16 and 18 inch ovens

This is an **up-to-date range,** with drop oven and spring controlled door, neatly nickelled. Looks right and works right.

It sells at a medium price and is a great trade catcher.

Give us a trial order.

Butterworth Foundry Limited

OTTAWA, ONTARIO

NOT IN THE "COMPETITION" CLASS

THAT DESCRIBES, IN A NUTSHELL

THE "GOOD CHEER" CIRCLE WATERPAN FURNACE

Introduced only a year ago, our "Circle Waterpan" is already being imitated. It's past the experimental stage.

The "Circle Waterpan" is a necessity wherever HEALTH and COMFORT are considered more than PRICE. Its field is everywhere but in Speculative Building.

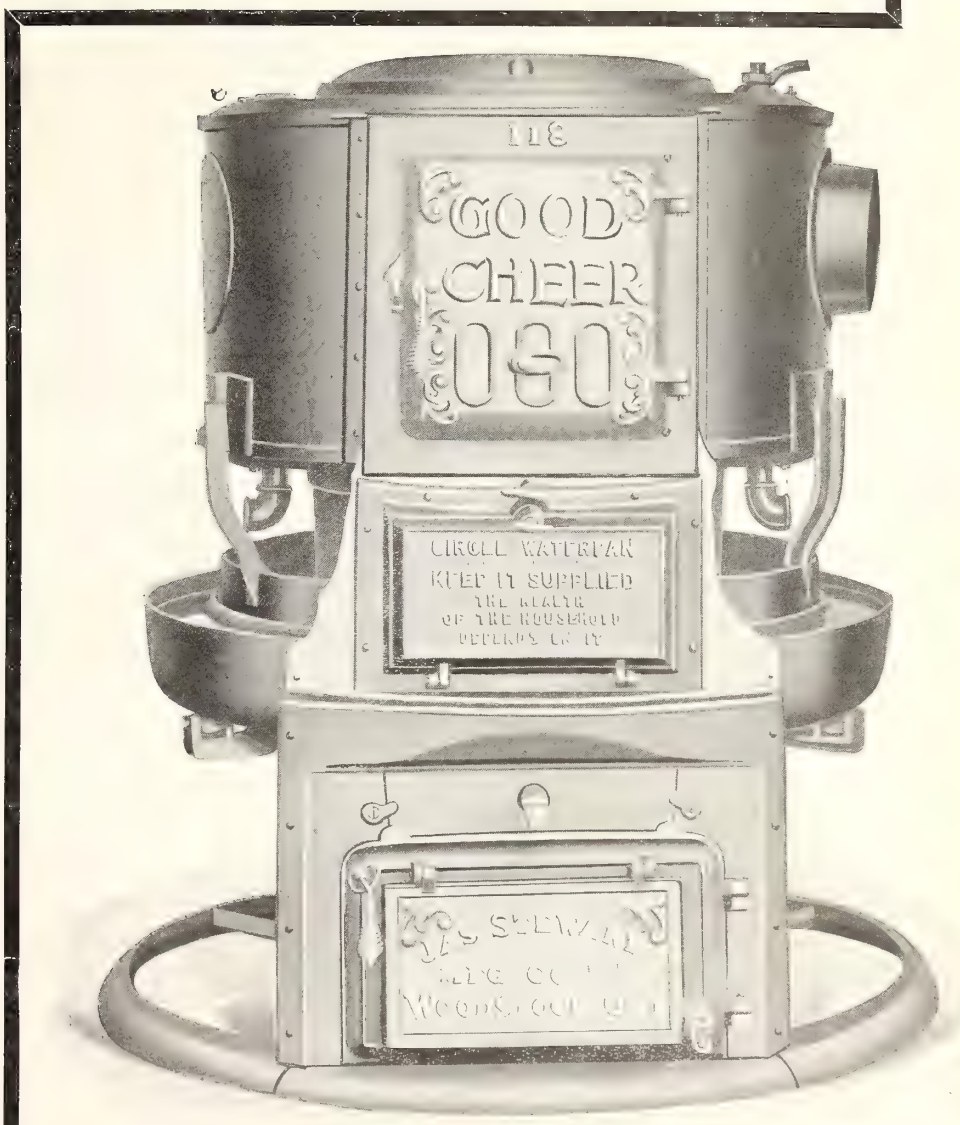
Intelligent furnace purchasers are now insisting on humidified heated air, and in the face of the public demand on this point, are you going to argue that humidity is unnecessary?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we have two complete lines of Circle Waterpan Furnaces, the "Equator," our new furnace, being second only to the "Good Cheer."

We also make the neatest and cheapest line of **Side Wall Registers** in the market, and a new **Side Wall Cold Air Base Plate** of same design as the registers.

Write us **now** for particulars.



THE JAMES STEWART MFG. CO., LIMTIED

Western Warehouse:
156 Lombard Street
WINNIPEG
MANITOBA

WOODSTOCK
ONTARIO

DISTRIBUTING AGENCIES:
McLennan, McFeely & Co.
Vancouver, B.C.
Wood, Vallance Hardware Co.
Nelson, B.C.
Ross Bros., Limited
Edmonton, Alta.



BANNER STOVES AND RANGES

THE design and equipment of the **ART BANNER RANGE** are the height of stove perfection. It is an entirely new range of the loose hearth pattern.

It is the nattiest, neatest and cheapest range, when quality is considered, ever offered to the trade.

SPECIAL FEATURES—**Flues**—Of a depth that insure quick operation. **Oven**—Large, square and well ventilated. **Fire Box**—Large in size and well proportioned. **Grates**—Duplex, for coal, of our latest improved design. **Wood Fixtures**—This range is provided w th a heavy, durable basket wood grate which is unequalled for wood burning requirements and will take 24-inch wood. **Nickel Bands**—Are all removable and of our most approved fo m.

Write for full information, because we have the best proposition to offer in the stove line.

DOWN DRAFT FURNACE CO.
LIMITED
GALT, - ONT.

LIGHTING FIXTURES

The evenings are drawing in and it's time to push lighting goods. And there's profit in it for the merchant who goes in for the best class of trade. Many towns are using Hydro-electric power and thousands of Canadian homes will be lighted by electricity for the first time this winter. Are you ready for this trade?

The James Morrison Brass Mfg. Co.

make a full line of high grade electric, gas and combination ceiling fixtures, clusters, wall brackets, etc. Call and see our line when visiting Toronto.

We also manufacture "J. M. T." valves, plumbers' and engineers' brass goods, plumbing supplies, etc,

James Morrison Brass Mfg. Co.
Limited
TORONTO - ONTARIO

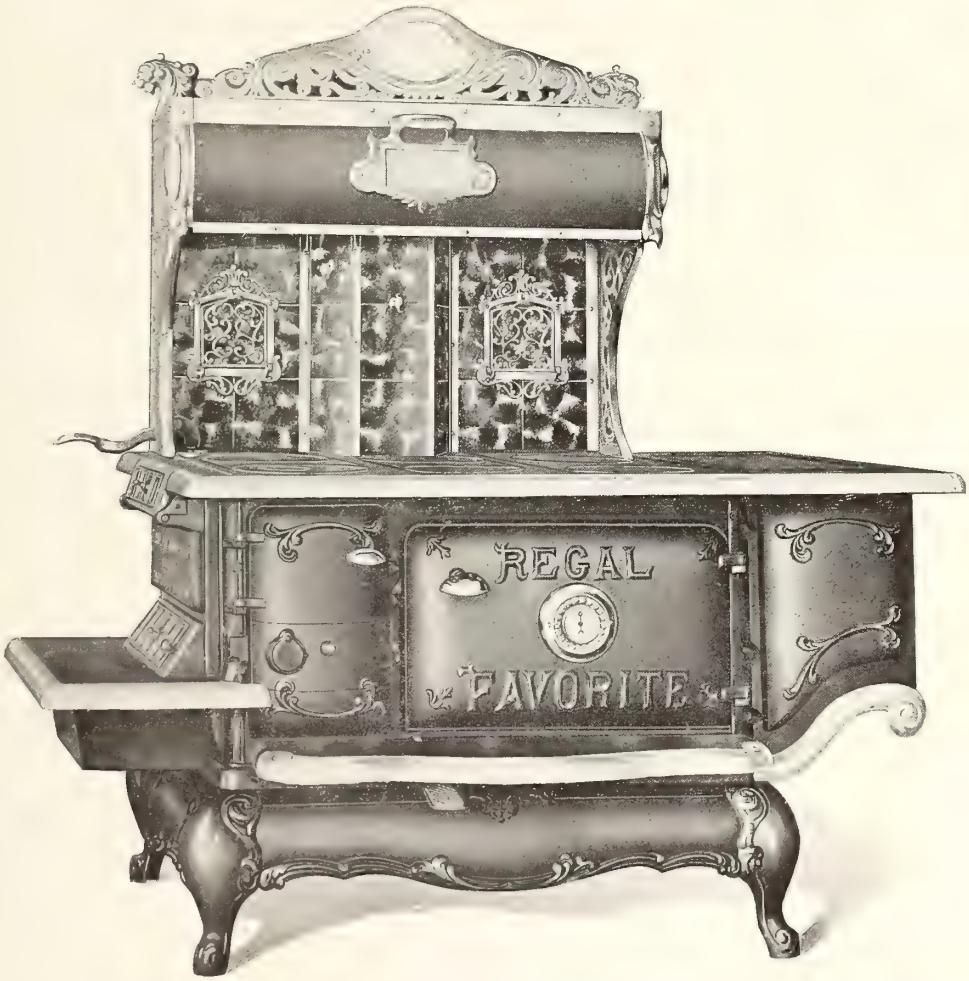


THE REGAL FAVORITE

IS OUR LEADING CAST RANGE

It is entirely new and is specially designed and constructed to meet the growing demands for a SIX-HOLE RANGE with an exceptionally large firebox for wood and a well proportioned firebox for coal. ORDER A SAMPLE OF THIS RANGE—EXAMINE IT, WEIGH IT, MEASURE IT, AND TEST IT BY EVERY MEANS.

There is Nothing on the Market to Compare with it



The REGAL FAVORITE is the largest and roomiest COAL and WOOD RANGE on the market. Firebox Door Opening, 7½ inches. Oven measures 20 x 21½ x 13. Roomy Top with Front Hinged Key-Plate.

The Loose Locked Nickel Parts are only one of the many new and excellent Features which are embodied in this Range.

Our New Catalogue and Price List will be distributed to the Trade by the 15th of September.

FINDLAY BROS. & CO., LIMITED

Head Office and Works, - CARLETON PLACE, ONT.
Branch House, - - 200 Princess St., WINNIPEG.

DISTRIBUTING AGENCIES:

H. H. DRYDEN	STEWART & CO.	D. V. COPE & CO.	REVILLON BROS., Ltd.	GEO. D. HORSMAN
Sussex, N.B.	Toronto, Ont.	Calgary, Alta.	Edmonton, Alta.	Vancouver, B.C.

REVOLVING CASES

For Bolts, Screws and other articles



Save time and money and mixing of contents of drawers. A handsome piece of furniture as well as very useful for bolts, screws and other articles. They are used by Hardware Dealers, Plumbers, Machine Shops, Auto Manufacturers, Dealers, and Repairers. Each drawer is locked in the Case to prevent its removal, therefore the contents of the drawers are not apt to get mixed. These Cases are made square with square drawers, or octagonal with V-shaped drawers as desired. They are well finished and will last indefinitely. Sold by all jobbers in Hardware and Auto Supplies.

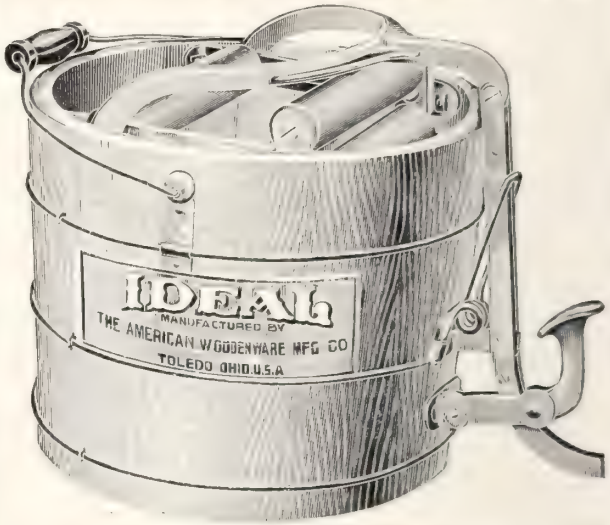
Manufactured by

American Bolt & Screw Case Co.

DAYTON, OHIO, U.S.A.

THE IDEAL COMBINATION MOP WRINGER AND BUCKET

The three-roll flexible mop wringer that adjusts itself to the uneven thickness of the mop. The mop is wrung twice while passing through the rolls. Has improved pattern ear that sets flush on side of pail, and the bail is held free and clear from top edge, so that the mop cannot get fast or tangled in the ear and bail. Is provided with our patent roll lever and curve brace, that insures an easy but uniform pressure on the mop.



Made in three sizes. Packed six in each crate

Manufactured by

The American Woodenware Mfg. Company

TOLEDO, OHIO, U.S.A.

Lyons & Marks, 120 Bay Street, Toronto, General Agents

Two Trade Winners

FROM THE

Empire Line

Best Value on the Canadian Market



THE EMPIRE OAK.

THE EMPIRE OAK —made in 14 Sizes—Nos. 11, 13, 15, 17. An artistic and strictly high-grade Oak at an attractive price. The body is made of heavily polished sheet steel, mounted with a flange, forming a perfectly tight joint.

Nos. 11 and 13 have single feed door; 15 and 17 double feed doors, with mica in lower, and fitted with Duplex Grates. Will burn coal, coke or wood.



THE EMPIRE CHINOOK.

THE EMPIRE CHINOOK—a serviceable Steel Range. Large firebox, heavy cast linings, Duplex grates, easily removed. Size of oven, 18 inches. Made with high closet, high shelf and in square sizes. Burns coal or wood. Meets the demand for a cheap, serviceable range and we guarantee an excellent worker.

WE SOLICIT YOUR ENQUIRIES.

Canadian Heating and Ventilating Co. Limited

OWEN SOUND, ONTARIO

CHRISTIE BROS. CO., LTD.
1824 Dundas Street, TORONTO

THE ATKINS CO.
VANCOUVER

CHRISTIE BROS. CO., LTD.
Park and Henry Streets, WINNIPEG

Jewel Stoves and Ranges



STYLE R. F.

Royal Jewel Steel Range

The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

Six sizes are made, namely : Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your Leader and you are sure of the best stove trade in your locality.

In addition to the Royal Jewel, we make cheaper Steel ranges to suit all buyers ; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves,** including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

JEWEL
TRADE MARK

The Burrow, Stewart & Milne Co., Ltd.

Head Office and Factory at HAMILTON
Offices also at Montreal, Toronto and Winnipeg

Western Customers please write for information and send orders to our Winnipeg Branch, No. 130 James Avenue.

Mr. Dealer—

STILL'S EXTRA AXE HANDLES will give you quick sales.

WHY? Because, for the price they cannot be surpassed in Quality or Finish.

Get a stock of them at once and see how quickly they will sell.

PRICE ON APPLICATION

J. H. STILL MFG. CO., Ltd.
ST. THOMAS, ONT.



THE "GEM" WASHER

HIGH SPEED FLY WHEEL.
RAPID ACTION DASHER.

For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by
J. H. CONNOR & SON, Ltd.
OTTAWA, - ONTARIO

Leeknott

CASCO

ROOFING

MADE FOR CANADIAN CLIMATE
From Trinidad Asphalt

WILL LAST FOR YEARS IN ANY WEATHER

Canadian Supply Co.

Roofers' Supplies

220 KING STREET WEST
TORONTO

AGENTS WANTED

MADE IN CANADA



STERNE'S STOVE PUTTY

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

ASBESTOS FURNACE CEMENT

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non - Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples.

G. F. STERNE & SONS
BRANTFORD, - - - ONTARIO

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

If It's Sales You Want

in the churn line, why not put your energy behind the churn that sells best—the churn whose sales in Canada have for years been larger than those of all other makes combined—the churn which has forced its way into all foreign countries where butter is made.



Maxwell's "Favorite" Churn

is recommended by our Agricultural Colleges and Government Inspectors because it is the finest butter-maker in the world.

The roller bearing—hand and foot levers—bolted trunnions—light, strong, rigid angle-iron base—these are some of the features that make the "FAVORITE" Churn the favorite which it is. Backed by continuous good advertising in the papers which your customers read, the "FAVORITE'S" superiority will be reflected in your sales, if you give it a chance.

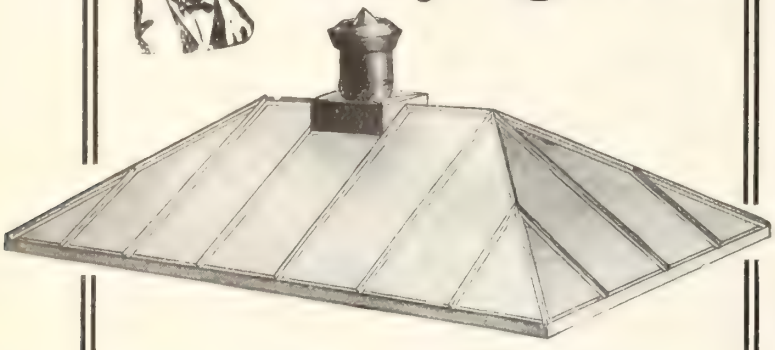
All sizes, from 1-2 to 30 gallons capacity

DAVID MAXWELL & SONS

ST. MARY'S, ONTARIO



Skylights



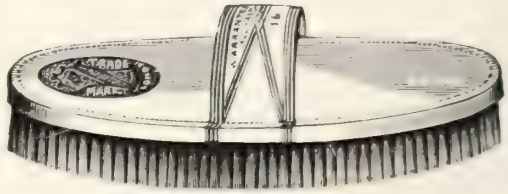
We have attained the last word in perfection of skylight construction.

Get our catalogue and price list before ordering elsewhere—the prices will surprise you.

Hollow Metal Frame
Plain or Wired Glass

The
Metallic Roofing Co., Limited
Manufacturers
TORONTO, ONT. WINNIPEG, MAN.

LEATHER BACK
HORSE BRUSHES



No. 300

One of our many lines which you should carry in stock at all seasons. Made of highest grade materials to satisfy your best trade.

We have various other styles, which are shown in our Catalogue, a copy of which will be mailed you on reqeust.

Thomas Bryan Limited
LONDON CANADA



Good Reason for Crowing

Of late, Brantford Roofing has been chosen for many of the largest and most important roofing jobs in the country. It was



Brantford Roofing

that was selected after a series of most rigid tests for the Standard Bank's new fire-proof sky-scraper in Toronto. And there are buildings, too, in your territory that will require an exceptional roofing like Brantford Roofing. With our co-operation you can secure the orders. Get in touch with us at once.

Brantford Roofing Co., Limited
Brantford, Canada

MORE AND EASIER PROFITS

Regina Vacuum Cleaners Pay



This shows the Hand Machine. The Regina also comes with electric attachment to operate the effective double-pump that makes the Regina one of the very best cleaners ever produced.

STOCK up REGINA Vacuum Cleaners—the hand machine sells for only a few dollars, and can be carried anywhere in one hand, and used anywhere.

You sell it at a good margin of profit. Every sale means other sales. It makes vacuum cleaning effective and satisfactory, because of the unfailing double-pump action of the piston.

The REGINA takes dirt from beneath and within carpets, rugs and mats, as well as from the surface, and makes house-cleaning unnecessary each year. Women will purchase the REGINA almost at sight, if you stock it.

Write us for circular and our *Dealer's Proposition.* This is a very special introductory offer that we may withdraw at any time. Write at once.

The electric REGINA will be a great selling success in towns with electric current. Ask us about it.

FARM ENGINES and FENCE SUPPLIES

PAGE wire fence supplies are the very best in gauge, finish and galvanizing. Yet they sell at standard prices. You have poultry netting, poultry fence strong enough to furn stock, many varieties of fence (37 kinds) in rolls, and all the accessories, such as anchors, post hole diggers, ready-built gates, etc. In addition a full supply of fencing ties, picket hooks, tools, and coiled (elastic) wire for building.

Write for the CATALOGUE OF FENCE MATERIAL, and dealer's proposition.

PAGE FARM ENGINES are a new line. We want local Dealers. This is a small engine on skids, that a boy can shift or that two men can carry. It does chores. It runs easily in cold weather. It runs on gasoline, kerosine, alcohol, etc., without change. Ask for our DEALER'S Proposition on this line.

Get the Farm Engine Catalogue

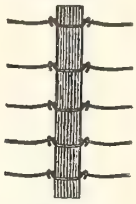
THE PAGE WIRE FENCE COMPANY, Limited

WALKERVILLE, ONTARIO

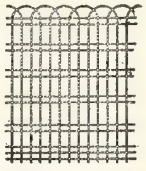
Branches: TORONTO: King Street West and Atlantic Avenue
MONTREAL: 505-517 Notre Dame Street West ST. JOHNS: 37 Dock Street



WIRE FENCE LO



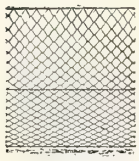
PICKET OR FENCE HOOKS



ACME WHITE LAWN FENCE



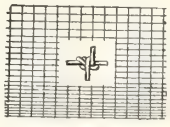
UNIVERSAL POST HOLE DIGGERS



ACME CHICKEN FENCING



HIGH CARBON WIRE REINFORCEMENT



VICTOR POULTRY FENCE



37 VARIETIES OF PAGE FENCE IN WEIGHTS AND MESH TO SUIT ALL NEEDS

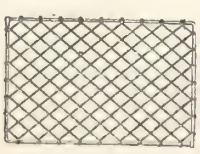
Some Worthy Examples of the BIG PAGE Line



FLOWER BED GUARD



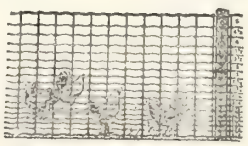
FENCE STAPLES COILED WIRE



WINDOW GUARDS



PAGE IRON FENCING



PAGE "SPECIAL" POULTRY FENCE



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ARE YOU DOING YOUR DUTY?

By keeping track of all the new buildings being erected in your neighborhood.

By getting **your share** of the construction or equipment contracts for such buildings.

By finding out if they are properly heated.

It is your duty to the human race to use every effort in you power to have "Pease" Furnaces installed in **all** new homes and buildings.

That you should make some money for yourself by doing your duty is simply incidental—but fortunate.

Make yourself known to all builders and property owners—tell them of your convictions and experience of "Pease" Furnaces—show them how the "Pease" will save them money insure good health and happiness—enable the kiddies to breathe good fresh live air.

In fact every time you are the means of having a

PEASE FURNACE



installed in home or building you deserve the blessing of the entire civilized world and you enrich yourself financially and mentally.

Economy Furnace
300
Series B
Cased with Vertical Shaker

PEASE FOUNDRY COMPANY LIMITED
TORONTO WINNIPEG

Western Representatives: PEASE-WALDON CO., Ltd., WINNIPEG

163



Why you should sell the "Onward" Automatic Hand Power Vacuum Cleaner

Because it's the easiest to sell—it has so many advantages over other machines.

Because it's the best to sell—every purchaser becomes a friend of your store.

It is easy to pump and easy to empty because of its exclusive "double tank" device for separating the dust from the air, catching 95 per cent. of the dust in the bottom of the tank without screens, baffles or water. Only 5 per cent. is screened and that on the outside of one canvas covered cylinder (others screen 100 per cent. of the dust in complicated screens, bags, etc.)

It can be operated by one or two persons and is guaranteed to clean better and quicker than any other hand power machine. Onward Automatic Vacuum Cleaners are guaranteed for a year against defective material and workmanship but are so well built they'll last a lifetime with reasonable care.

SEND FOR FREE DESCRIPTIVE CIRCULAR AND DISCOUNTS..

ONWARD MFG. CO.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada.

BERLIN CANADA

Corner the Heating Business of your locality by recommending

"Souvenir" Furnaces

You cannot recommend "Souvenir" Furnaces too highly, because **they represent all that is latest and best** in Furnace construction.

"Souvenir" Furnaces are designed by prominent heating engineers—constructed by skilled workmen from the best materials.

That's exactly why we can so confidently guarantee "Souvenir" Furnaces.

Exactly why you may so confidently recommend them.

Don't you see that we could not possibly issue a legal, money-back guarantee—**a guarantee just as good as gold unless we positively knew that "Souvenir" Furnaces would make good.**

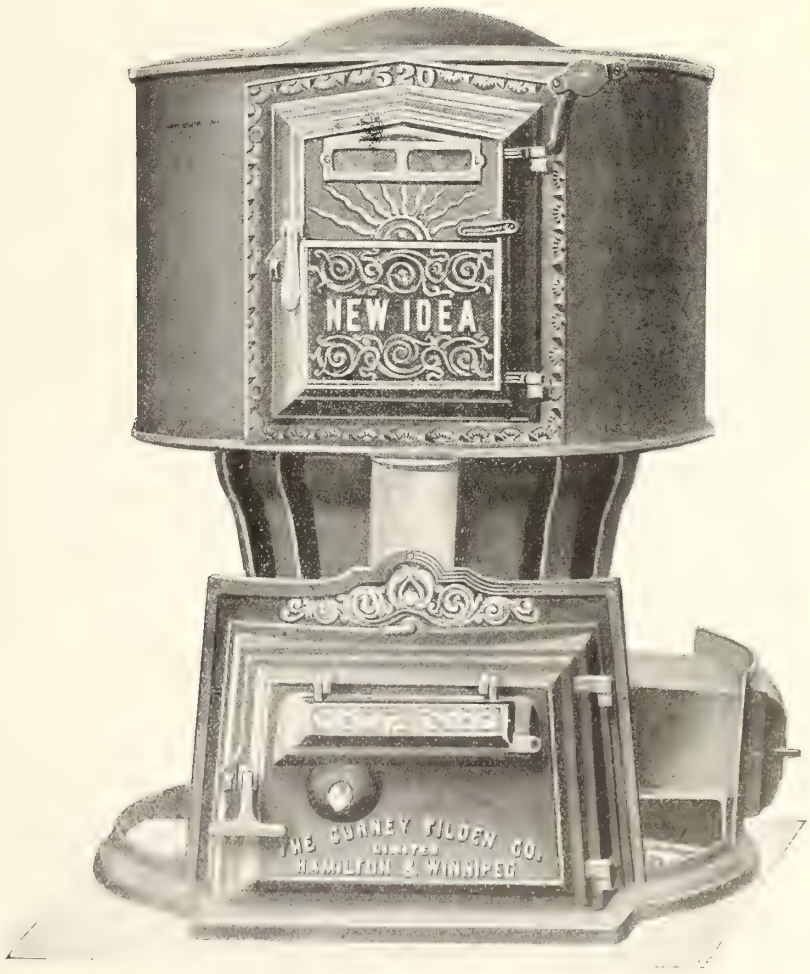
Nor could we afford to ask you to **specially recommend** them.

Three important points:—

1st. **"Souvenir" Furnaces are the right quality from base to dome.**

2nd. **"Souvenir" Furnaces are guaranteed.**

3rd. **Prompt Deliveries assured.**

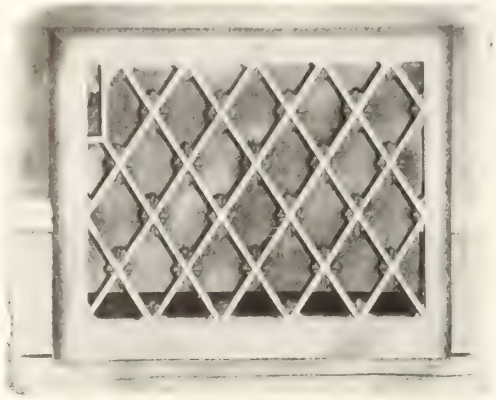


The Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

HAMILTON - - ONTARIO

The Stove and Furnace Centre of Canada



THE IMPERIAL

CANADIAN FERROSTEEL COMPANY

Bridgeburg, Ontario

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SPECIALISTS

ALL DESIGNS ALL SIZES
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We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

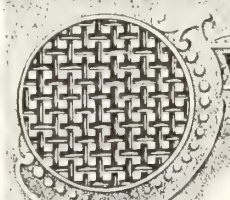
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SEPTEMBER is the best time to start your course which gives you ten months of uninterrupted study, as our scholars are not expected to study during July and August.
Experience has proven that Sheet Metal Pattern Drafting can be taught more thoroughly by correspondence, using my short methods, than by personal instruction, for the scholar who studies out a problem himself will remember it longer and will have more confidence in himself than the one who has an instructor at his elbow.
My full (25) months' course is ($35.00) payable ($3.00) first payment with application and ($2.00) each month till paid, or ($25.00) for full course in advance.
Write for my new circular giving full information about this school, also list of the (125) school drawings.
Enclose four cents in stamps to cover postage.

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Bronze Fly Screen Cloth

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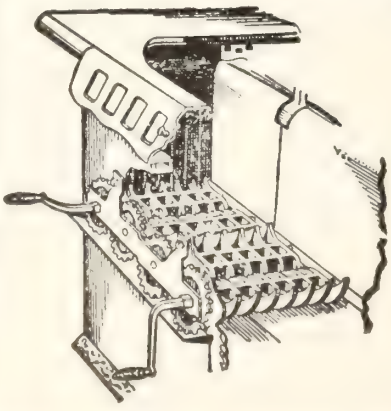
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JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited

46 Adelaide Street West, Toronto, Ont.



The Champion Grate

A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

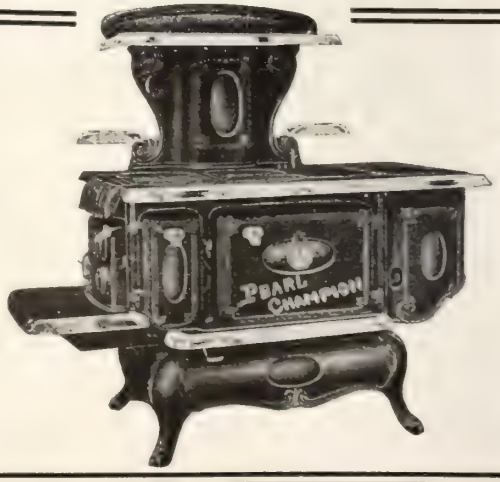
CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.

Get our proposition, it will put money in your pocket.

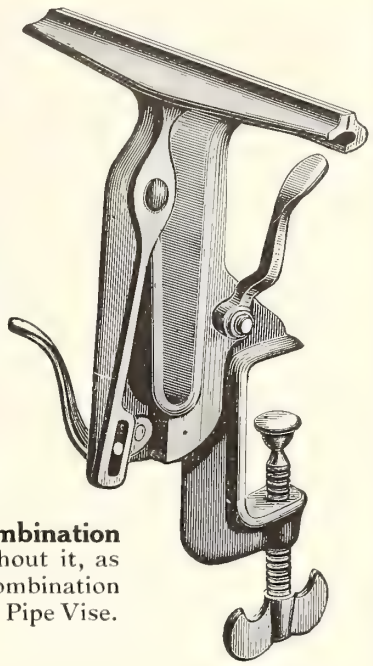
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Picton, Ont.

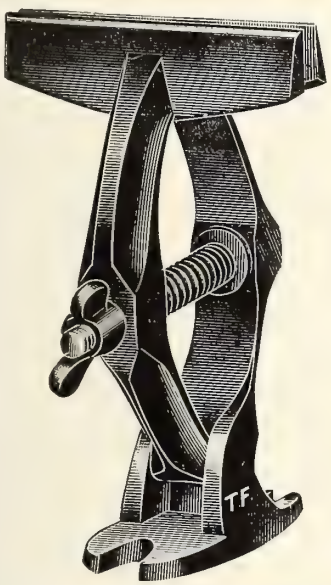


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Are a good line to push at any time in the year. They are made of the best cast iron, with malleable clamps and levels. They carry an excellent profit for the retailer, and they are one of the most durable and convenient vises a mechanic can buy.



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Ask your Jobber to show you our **No. 20 Combination Anvil and Vise.** No workshop is complete without it, as it combines five tools in one. It is an Anvil, a Combination Anvil and Vise, a Drill Press, a Saw Clamp and a Pipe Vise. It's a regular repair shop in itself.

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"BAKELITE"

WHAT IS IT?

A brush cement which when hardened absolutely prevents the shedding of bristles from a brush

The exclusive Canadian Right for this wonderful and important improvement in Brush Making has been secured by the manufacturers of the always reliable and up-to-date

Boeckh Painters' Brushes

Ask our salesmen to show you sample section of Brush which they are carrying, so you can see for yourself what a decided advantage it has over the old method of setting Brushes.

THE BOECKH BROS. COMPANY, Ltd.

HEAD OFFICE:
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Established 1856

FACTORIES:
158 to 168 Adelaide St. West

The light Gun that makes the heavy sales

The combination of qualities that makes the "Tobin Simplex Gun" an easy selling gun, a gun that stays sold, and one that sells more guns, is the result of conscientious and intelligent workmanship and selection of materials, together with an active publicity campaign, that has made the name of

Tobin
Simplex Guns

familiar to the public and explained in full their points of superiority. From districts where we lack dealer representation, we are constantly receiving enquiries about the guns, which in such cases we supply direct.

To the dealer who handles our goods we will turn over these orders and we offer terms that make it decidedly to his advantage to link up with our efforts to push the Tobin Guns.

Write To-Day

The Tobin Arms Mfg. Co., Ltd.
Woodstock, Ont.

ACORN CORRUGATED GALVANIZED SHEETS



are made of metal that meets even our most rigid specifications; and it is so galvanized it readily passes the severe tests the British Government requires of such building materials. That certifies to you the high quality of these goods. Yet you pay no more for it than you must for ordinary and uncertain quality. You can DEPEND on Acorn Corrugated Sheets, flat or curved. And they are

ACCURATELY MADE

Our hugely powerful machines stamp these sheets true to square and make the corrugations absolutely accurate. Therefore they fit together perfectly and are easily erected. You get unusual value in Acorn Sheets for moderate priced warehouse construction, repairing old buildings, fireproof partitions, etc. Get our prices. Ample stocks of all gauges and sizes always ready to ship.

METAL SHINGLE & SIDING CO.
LIMITED
PRESTON, ONT. and MONTREAL, QUE.

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating, stove rings, facings, corner pieces. All widths, thicknesses and tempers

Send for Illustrated Booklet

United States Steel Products Co.
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RICE-KNIGHT



LIGHTING SYSTEM

DO YOU KNOW

That customers stay longer—do their shopping better, and buy more in a well-lighted store? That people consciously or unconsciously avoid a dark store and are attracted to a bright, cheerful, inviting store.

An R-K Lighting System will make your store bright as day, giving you over 600 candle power of light for 1c. per hour. You own your own gas plant—always ready to use. Can be installed anywhere. Thousands in daily use. Write for booklet "S"—a postal brings it.

RICE-KNIGHT LIMITED
TORONTO, ONT.

SMOKE GURNEY-OXFORD PIPE

An Open Letter to the Stove Trade of Canada

Gentlemen:—

We want to tell you why we place the Economizer on every modern GURNEY-OXFORD Range sold to-day, *without extra charge.*

Every hardware man is familiar with the difficulty of impressing stove features on lady purchasers who know nothing of mechanics or of the detail of stove construction. Such a buyer will visit two or three hardware men and after hearing the story of each about grates, flues, waterfronts, or reservoirs, material, etc., etc., will be absolutely confused and will finally buy the most attractive looking range, or the range which was presented by the salesman who had the strongest personality.

Now, let us examine the position of the salesman who offers say a Chancellor or an Imperial Oxford equipped with this Economizer. He can begin his talk by pointing out to Madame that the entire range is controlled by the one handle. He can say to her, "With this range you can forget the dampers, pull the handle up for more heat and down for less. Hold fire over night with all covers on range, but just pull the handle right down and you will always be sure of your result because of the graduated scale on which this handle works. Incidentally, it is a fuel saver, as it simply eliminates wasting coal."

From this the salesman can point out that this same little device will ventilate the kitchen, removing the odors of onions or other objectionable vapors from the top of the range.

This sort of talk will simply *grip* a purchaser's attention. It will put the salesman's talk in another class from that of his competitor who has spoken of features that the woman simply cannot understand.

That is one of the reasons why we give these Economizers with high grade GURNEY-OXFORD Ranges. It makes it so much easier to sell the range that we get more than enough additional business to recompense us.

But that additional business must come through you, the dealer, and your till will show a profit for every one of these additional ranges sold, if you are a GURNEY-OXFORD Dealer.

Won't you write us? Won't you tear off this coupon at the corner and mark with a cross which of the two courses you prefer us to follow?

Yours very truly,

THE GURNEY FOUNDRY CO. Limited

(1) Please send us your stove catalogue. Also your book of dealer's helps, showing what you will do to help me sel goods. This without obligation on my part. ☐

(2) Have your salesman call on me at once for the purpose of presenting your business proposition. It is understood that I am in no way obligated to buy anything from him. ☐

SMOKE GURNEY-OXFORD PIPE

THE BEST STOVE AD. YET

Great Range Contest

12 WATCHES GIVEN AWAY ABSOLUTELY FREE 12

Boys and Girls here is your chance to win a Gold Watch Absolutely Free. You don't have to spend a cent, no canvassing, no bewildering dots to count, no crazy puzzles to solve, no counting, no guessing; you have written many compositions describing people, and places you have visited; we want you to send us a little selling talk describing our Oxford Chancellor Steel Range.

Why is the Oxford Chancellor Steel Range the most Economical, Best Baking, Finest Constructed, Most Beautifully Finished Range on the Market to-day selling at our Store for only $75.00 ?

For the best answer to the above question given in your own handwriting and composition, we will give a Beautiful Gold Watch valued at $15.00; for the second best answer, we will give a silver watch valued at $10.00; for the next best 10 answers will give 10 nickel watches valued at $25. Don't state that the Oxford Chancellor is the Best Range, we know that ourselves; state why it is the best. We know that it is the latest triumph in steel range construction. State why it is the Best. Tell us why and how the Economizer will save 20 per cent of the fuel; state how the divided flue equilizes the heat in the oven, tell us about the constructions of the Range, rivited and built like a boiler; describe the beautiful nickle trimmings. Some of you have an Oxford Chancellor in your homes. For the benefit of those who have not been so fortunate we will display one of these Beautiful Ranges in our front window together with the Prizes offered. Literature will gladly be supplied free to anyone asking for same. Be sure and get a booklet, it contains many points that you may overlook.

SEE WHAT OTHERS SAY ABOUT OUR RANGES

Read what Alderman Wm. H. Blair, Prominent Real Estate Dealer says:—

THE SWIFT CURRENT HARDWARE Co.

Gentlemen:—I would just like to say a word or two in regard to the Gurney-Oxford Range which I bought from you. It is perfectly satisfactory in every way, and I can recommend it to anyone wanting a first class Range.

Yours very truly,
Wm. H. BLAIR.

TESTIMONIALS

Mr. Ross is the Manager of the Robert Simpson Company's Great Restaurant, Toronto, Read His Statement.

Dominion of Canada, Province of Ontario, County of York to wit: I John T. Ross of the city of Toronto in the County of York, Manager, do solemnly declare as follows: On Thursday, March 30th at the office of the Gurney Foundry Co., Ltd. under my observation a Gurney-Oxford Range, equipped with an "Economizer" held a good baking heat for a period of Eleven hours and during this period no fuel was added nor was the fire touched. The same Range was at the end of this test shaken down and filled up with coal and the "Economizer" lever placed at the lowest notch, the range then held fire for **Thirty-Six Hours**. And I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same effect as if made under oath and by virtue of the Canada Evidence Act.

Declared before me this 1st of April, A. D. 1911 at the city of Toronto in the county of York. G. S. Hodson, a Notary Public in and for the Province of Ontario.

JOHN T. ROSS

Read what Alderman R. R. Anderson, J.P. says about our Oxford Range

THE SWIFT CURRENT HARDWARE Co.

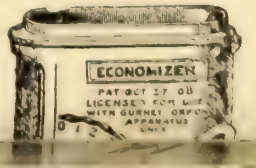
Gentlemen:—Having purchased and used your Gurney-Oxford Range I can honestly recommend it to anyone wanting a first class Range; as a perfect baker it excells, and is indeed a fuel saver. if you want to cut your coal bill in two, buy a Gurney-Oxford Range. Yours truly,

R. R. ANDERSON.

GURNEY-OXFORD

Last Year we Sold
568 Oxford Stoves

This
Little
Crank





THREE COOKS AND THREE REASONS

These three cooks differ widely in ability and experience, but all are agreed that the prime essential in good cooking is the stove on which to cook, and all concede that every stove necessity is met in a

GURNEY-OXFORD RANGE

For no matter how much or how little cooking is done; no matter what the experience given or required, there are certain prime requisites for every kitchen range. Whether the cook be a professional chef or the young bride with only "him" to please, the stove must furnish these three essentials—steadiness and control of heat, even baking facilities, and a grate that gives plenty of air to the fire with a saving of fuel and convenience in handling.

For these three problems—on which all cooks are agreed—the GURNEY-OXFORD RANGE has three answers, three good reasons why.

THE OXFORD ECONOMIZER is a small lever for the steady maintenance of heat, licensed for use only on Gurney-Oxfords. It effects a remarkable saving in fuel as well as labor. Nothing can go up the chimney but smoke and odor.

The Divided Flue Strip distributes the heat evenly, front as well as back of oven, thus securing against failure in baking. There is no better test of practical stove work than this oven control.

Are you always dusting? The Gurney-Oxford Reversible Grate saves dirt and labor; one-half turn and the ashes are out, while the interlocking teeth grind the hardest clinker.

There are plenty of other "reasons" for the advantage of the Gurney-Oxford, as a call on us will convince you. Come in and see our varied line, and we will demonstrate all these features to your entire satisfaction.



to pay for bright ideas.

Remember there are 12 Watches

Absolutely FREE

Before you write a word study the booklet, think Chancellor Range, talk Chancellor Range. Get it into your head that there is no better range on the market to-day, then go ahead and write, you will be sure to get the gold watch. 12 Boys and Girls are going to win 12 watches why not you.

It is a wonderful patent device, the **Oxford Economizer**, and is licensed for use only on

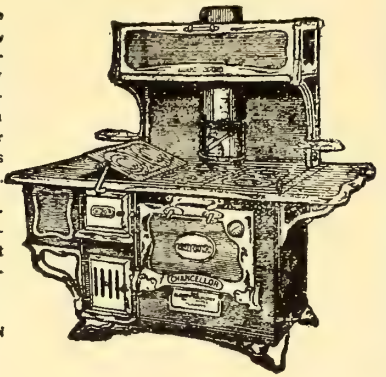
GURNEY-OXFORD

STOVES and RANGES

This marvellous regulator keeps the oven at a given temperature. No heat is wasted—nothing goes up the flue but bad odors, steam and smoke. The fire is held for hours without attention—ready for immediate use—and all this labor, time and fuel saved by simply turning the crank.

With the **Divided Oven Flue Strip** you have even baking, because of the perfect distribution of heat, secured by this expert arrangement.

The **Reversible Grate** is provided with strong, interlocking teeth that reduce coals to ashes by a single turn. In appearance, in details of finish and design the **Chancellor** is an ornament as well as a necessity in any kitchen.



The Range here represented and other Gurney-Oxfords of every sort for every purpose, displayed on our floor.

SPECIAL DEMONSTRATION NOW

CONDITIONS.--This range contest is open to any boy or girl 16 years of age or under, living within a radius of 100 miles of the town of Swift Current. Contest closes Nov. 30th, all answers must be in the hands of Mr. Johnson by that date. Answers must be signed by the contestants parents or guardian certifying contestants handwriting, composition and age. Answers must be limited to 400 words, envelopes must be marked "Oxford Chancellor Range Competition."

Mr. Ogg, Representing Gurney Foundry Co. will judge all answers. Mr. Ogg is a Range Expert, his decision will be final. Awards will be made as follows :—Selling points 65 per cent, language 25 per cent, writing 10 per cent. The winners names will be published as soon as awards are made.

SWIFT CURRENT HARDWARE CO.

SMOKE GURNEY-OXFORD PIPE

This shows what a modern dealer can do with the Gurney-Oxford line.

Most Stove Buyers Open Your Door This Month



Be Ready for Them

Four Good Selling Points

that will send Gurney-Oxford stoves off your floor. When you handle the Gurney-Oxford line you don't "keep" stoves you *sell* them, and here's why:

1. The patented Economizer is a one-lever device that accomplishes marvellous results. When you tell your customer that it saves 20 % of coal; holds the fire for over a day; completely controls the range, and ventilates the kitchen, she sets her mind on having *that* range.

2. Another unfailing argument is the divided flue, which distributes the heat evenly around the oven, keeping it at the same heat *all over.*

3. The Reversible Grates allow the coal to burn to a fine white ash, giving clinkers no chance to accumulate.

4. The easily operated, lift-up hearth saves room and avoids dust.

Added to these are a host of other points, and *a complete selling plan,* such as no other Canadian stove concern can offer.

Just send us a post card "Please send stove catalogue and book on 'Sight Drafts on Success' as per Smoke Pipe."

THE GURNEY FOUNDRY CO., LIMITED

Toronto, Ontario

Montreal **Hamilton** **Winnipeg** **Calgary** **Vancouver**



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of Canada and the United States. These have found that by the use of The McCaskey Gravity Accounts Register System their posting and totaling are done at the time the sale is made. They have no statement to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

Only one Writing

The McCASKEY SYSTEM

First and still the best

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automntic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition.
A letter or postal card will bring you information without any obligation on your side to purchase.
Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago, Minneapolis, Kansas City, San Francisco, Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

Don't Expect Repeat Orders for RU-BER-OID ROOFING

Trade Mark Reg.



The profits in handling RU-ber-oid come, not from *repeat*, but from *additional orders.* When you sell a man RU-ber-oid for a certain building, that building is fixed up for a generation at least, and you'll sell him no more for it.

But he'll come back for RU-ber-oid Roofing for his *other buildings* as soon as he finds how satisfactory it is. His neighbors will do the same. Every RU-ber-oid roof in your neighborhood is a persuasive silent salesman for you if you keep the "Ruberoid Man" to the front in your store.

Write Us for full Information, Samples and Prices

The
Standard Paint Co., of Canada
LIMITED

286 St. James St., MONTREAL
25 Pender St.W., VANCOUVER 105 Tenth Av. E., CALGARY
179 Bannatyne Ave. E., WINNIPEG

PLATE SHEET FIGURED LEADED MIRRORS

We carry in stock Plate Glass of all thicknesses ranging from $\frac{1}{8}$" to $1\frac{1}{4}$". Write us when you require anything special in Glass.

If you require Leaded Glass we would be pleased to send you our Catalogue of colored designs upon receipt of your request.

The
Consolidated Plate Glass Co.
of Canada, Limited

Toronto : Ontario

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly

CANADIAN HARDWARE AND STOVE JOURNAL

Established 1909

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization

Circulates everywhere in Canada

VOLUME THREE | TORONTO, OCTOBER, 1911 | NUMBER TEN

PUBLISHED MONTHLY BY

THE COMMERCIAL PRESS, LIMITED

108-110 McKINNON BUILDING, TORONTO

Phone Main 1274

D. O. McKINNON, *President* WESTON WRIGLEY, *Manager*

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The Outlook for Business.

No hardware merchant in Canada need go into the fall and winter trade with a pessimistic outlook in regard to the general business conditions of the country.

Never in the history of the Dominion were conditions more favorable. The lot of the Canadian hardwaremen is indeed cast in pleasant places.

The yield of the field and farm is abundant. Here and there it has not been all that one would wish, and the frost has touched some of the wheat fields in the great West. But these things happen every year. Crop conditions, like business conditions, are never ideal. There is always a lean spot somewhere. But in spite of lean spots the yield of the farms, gardens and dairies of Canada in 1911 will exceed in value that of any previous year in the country's history. The unfavorable harvesting weather has retarded the movement of grain and this has naturally tended to make money rather slow, but these conditions are of course only temporary.

When the railway earnings show such satisfactory increases as they do at present there need not be much concern about the trade and commerce of the country. The railways do not show increases in gross earnings when commerce is declining.

Each issue of the report of the Government shows a steady increase in the savings of the Canadian people. They are 51 per cent. larger than they were even four years ago. The amount of money on deposit in the banks of Canada is sufficient to pay for all the merchandise imported and exported during the last fiscal year and still leave a million and a quarter in the treasury for other purposes.

Another barometer which reads favorably is the bank clearings. They continue to show a steady growth, quite contrary to the conditions obtaining in the United States.

But the maximum of results obtainable from general favorable business conditions do not accrue to those who put forth the minimum of effort. It only comes to those who put forth every effort to take advantage of prevailing good trade conditions. Favorable breezes only benefit those who unfurl their sails. This is what every alert business man is doing.

It requires a salesman, not a mere order taker to sell stoves.

Western Canada Openings.

The remarkable development work going on in that part of Canada which only a few years ago was known as the Northwest Territories, is attracting worldwide attention, and it is a matter of doubt if settlers from the United States and European countries are not taking greater advantage of the many opportunities which open each year than residents of Ontario and other Eastern Canadian Provinces.

If a person has a good business or a position which offers good prospects for future advancement, it is probably wise to retain the bone without dropping it to grasp at the shadow. A bird in the game bag is always worth two in the bush. But if circumstances make a change possible, it would be well to give consideration to moving westward rather than beginning a new enterprise in the more crowded eastern Provinces.

A case in point is that of Dr. Moyer, who withdrew from the Metal Shingle and Siding Company, at Preston, to become the Liberal candidate in South Waterloo. Being defeated, and free from his former business interests, he has decided to locate in Saskatchewan, where he had already made some investments.

An important essential in "going west" is to have a place to which to go. The Journal knows of more than one hardwareman who spent quite a "stake" in

trying to select a suitable location. It is well, therefore, to have a definite proposition in view before spending money for a railway ticket.

The Hardware and Stove Journal has three or four good openings in view at the present time for young men from Eastern Canada, who wish to establish new or take over old hardware businesses in the Western Provinces, and if any such persons will advise us as to what amount of money they are prepared to invest, the Journal will put them in touch with responsible hardwaremen in the West, from whom more definite information can be obtained. There is no charge for the service in any way.

He who puts off till to-morrow what he should do to-day is usually in the trough of the sea and not riding on the crest of the wave.

Hardware Store as a Training School. The late John W. Gates, who at the time of his death was accounted one of the most astute and capable business men in the United States, received his kindergarten lessons in business behind the counter of a retail hardware store.

All retail hardware stores do not turn out John W. Gates', but there is no better school in which to study the ethics and underlying principles of business.

To be successful in the hardware business, one must know—know how to buy, know how to sell, and know the goods he has to sell. This in the first place demands intelligence. Those who are lacking in this quality do not go very far.

The law of the survival of the fittest is nowhere more apparent than in the retail hardware business. Hence the explanation of the fact that man for man the retail hardware dealer possesses a higher standard of business efficiency than is exhibited by merchants in other lines that might be mentioned.

The retail hardware business demands thoroughness, and while the Thorough Man may not always amass the millions of a Gates, there need be no doubt as to his success.

A customer possessed may be better than two in prospect, but there is no reason why an effort should not be made to get the two.

Co-operative Advertising. In an address before the Toronto Ad Club last month L. R. Greene, a Canadian who has made an international reputation as advertising manager for the Sherwin-Williams Company, drove home one of the essential points of successful advertising—the necessity of co-operation between the ad-writer and the selling force.

A large portfolio was used by Mr. Greene to illustrate how his company conducted a series of campaigns, including publicity advertising in the magazines, trade paper advertising to assist salesmen in interesting retailers, house organs to keep interest alive in salesmen and local agents, window trims, circular letters and newspaper ads to assist retailers, and books on interior and exterior decoration, with free expert advice to housebuilders to help land business from customers who want the best. Everywhere "quality" was emphasized instead of "price," and care was taken to thoroughly discuss the advertising plans with the salesmen and supply them with complete advertising outfits in order that the salesman may be able to pass on knowledge and enthusiasm to the retail merchants they call upon.

Mr. Greene's argument applies equally well to retail store advertising as to the big campaigns conducted by manufacturers and jobbers. Store ads cannot produce the best results unless the clerks behind the counter, as well as the proprietor or manager in his office, are made to feel that they are factors in the advertising campaign. In such stores as Russill's Hardware, Toronto; Stanley Mills & Co., Hamilton, and the J. H. Ashdown Hardware Co., Winnipeg, care is taken to acquaint the clerks with the selling features of the lines advertised, but in too many smaller stores the one who does the ad-writing neglects to take counsel with the store salesmen.

A good plan to follow is to invite suggestions from the various members of the store staff. Just as each department manager in the big departmental stores is held responsible for the frequent turnover of stock and the elimination of slow selling lines, so should each clerk be given an opportunity to participate in the store advertising.

Placing responsibility upon clerks helps them to develop initiative and makes them more valuable to their employers as well as to themselves.

Keep weather strip in the public eye. It will remind customers that they will need it before long.

The Parcel Postage Issue. That parcel postage will be a live issue at the next session of the United States Congress seems beyond all question. The Postmaster-General has set his heart upon the matter and has decided to ask the law makers of the country to give effect to his wishes.

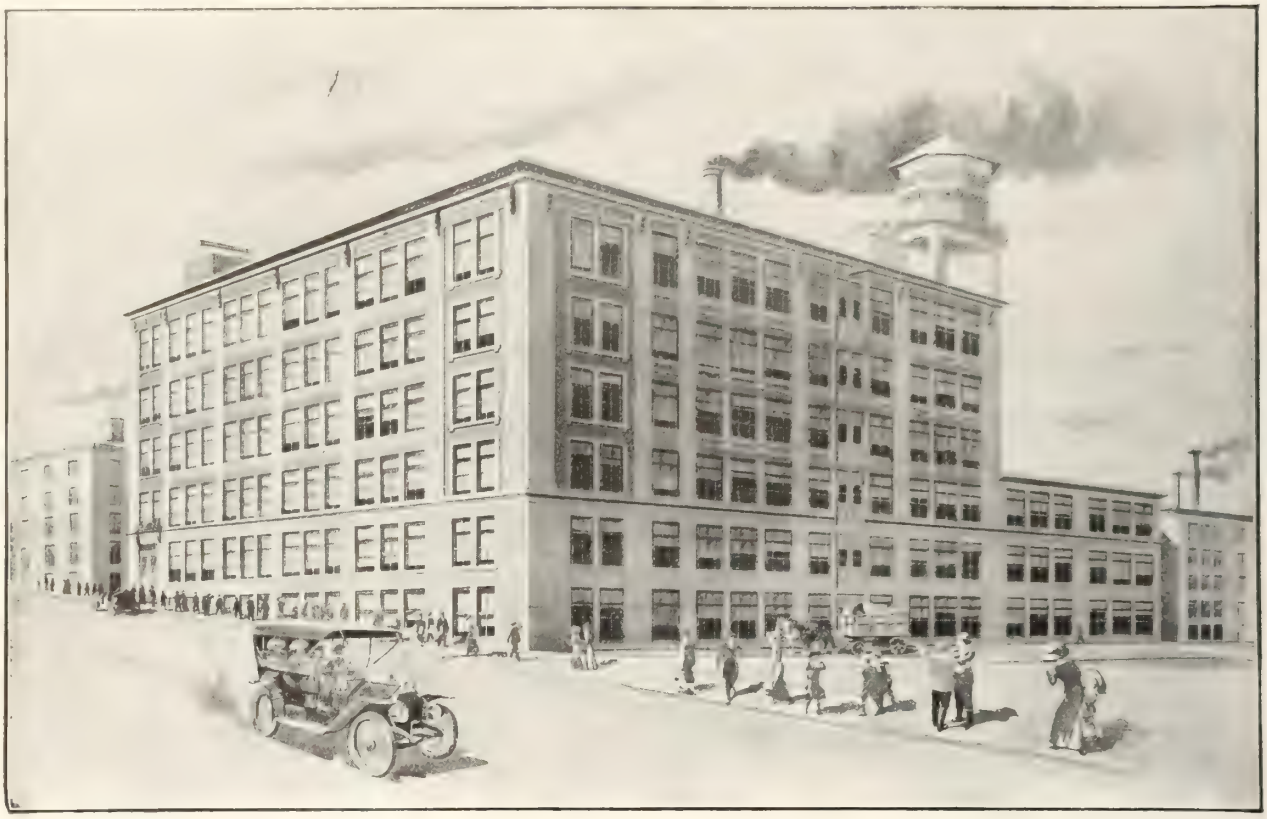
His idea, it appears, is not to give it a general effect at once. He proposes to start it with the rural delivery routes and to gradually extend it should it prove effective. While it is said a committee of the House of Representatives are in favor of a parcel post service with a maximum weight of eleven pounds, the Senate Committee of Post Offices and Roads have yet to have their innings, and they will give a hearing to both pros and cons before handing in their report.

Although the retailers of Canada have no direct interest in the outcome of the movement in the United States, indirectly they are concerned. The Canadian Post Office Department has got a similar scheme in mind, the Superintendent of Post Offices having been instructed during the last session of Parliament to make an investigation and report to the Postmaster-General.

It is quite likely that the Canadian Government will be guided to some extent by the action of the United States Congress. The retailers of Canada can therefore scarcely watch the movement to establish a parcel post system in the United States without some concern.

But while they are watching the movement across the border it would be well for them to head off the movement as much as possible by persuading their representative in the House of Commons that an extension of the parcel postage system would be most inimical to the interests of the retailers of this country.

It is designed in the interests of the big mail order houses, and that should be sufficient to raise the opposition of every retailer in the Dominion.



The New Canadian Home of the GILLETTE SAFETY RAZOR

In reproducing here the Architect's drawing of our new factory, now being erected, we wish to thank you and the whole trade for the enthusiastic co-operation which has made this building necessary and possible.

While we have unlimited faith in the GILLETTE Safety Razor, and some confidence in our ability to make it right and push it vigorously, at the same time we realize that the success of the GILLETTE depends on your good-will.

Our confidence in the future of the GILLETTE Safety Razor is shown by our investment of between two and three hundred thousand dollars in this five-storey factory building. It is being constructed entirely of re-inforced concrete, and will be 105 feet in frontage by 78 feet deep, with light on four sides.

One reason why we tell you this just now is that we expect to move into the new building in November. That will mean partial shutting down for a few days at the very busiest season. We are working as hard as we can now to get you stocked up for the Christmas rush before moving, and we want you to help us.

Please figure out, as soon as you possibly can, what you will need for the busiest Christmas season yet, and send along your order *early*. Even if you do not want delivery for a month or six weeks, let us book your order now and plan accordingly. That will give us a chance to get you supplied, and save you from any inconvenience owing to our enforced shut-down. We will appreciate this very much.

TRADE Gillette MARK

KNOWN THE WORLD OVER

The Wonderful Success of the GILLETTE Safety Razor



has been due to a remarkable combination of forces behind it. The most important of these are:

A Quicker and Better Shave

The GILLETTE blade, thin enough to take a perfect temper, held absolutely rigid in the handy GILLETTE frame, and adjustable for a light or close shave or a soft or wiry beard, shaves as no other razor *can* shave.

A Splendid Manufacturing Organization

Under the supervision of experts, cleverly designed automatic machinery performs the many manufacturing operations far more accurately than human skill could do it, in a fraction of the time.

More and Better Advertising

GILLETTE originated live, attractive razor advertising, and no other razor advertising to-day compares, either in quality or quantity, with that being done for the GILLETTE.

Protected Prices

The selling prices of GILLETTE Safety Razor Sets are fixed, and the dealer is fully protected against the unfair competition of the big mail-order houses and of the reckless local price cutters.

Dealers' Self-Interested Co-Operation

Dealers have been quick to see the advantage of pushing the razor for which advertising and quality have created a brisk demand—on which there is a substantial, protected profit—and which brings purchasers back regularly for new blades.

The Gillette Safety Razor Company of Canada, Limited

Office and Factory: 63 St. Alexander Street, MONTREAL

Factories in MONTREAL BOSTON LEICESTER BERLIN and PARIS

TRADE Gillette MARK

KNOWN THE WORLD OVER

Business and Store Management

WHY LIMIT THE BUSINESS HARVEST?

By Josiah Crabtree

The inhabitants of the north temperate zone are hardy people. They are thrifty as a general thing, knowing that in the summer they must prepare for the long winter which is to come. A few weeks before the arrival of snow the country, from one end to the other, is in active confusion with the worries of taking care of the harvest.

In a few weeks time the actual results of many months of hard work are gathered, sorted, bunched, sold and shipped. Then a great many people lie down on the job until the season arrives to prepare or the next year's work. Different businesses have followed this course of mother nature. We have the "spring campaign," the "summer dullness" and then the "fall rush."

These conditions of activity and dullness seem to obtain more or less in the heating, the hardware and the plumbing lines. There is a certain amount of activity in the spring of the year, but the cream of the business is generally in the fall's trade. Therefore we have a limited harvest as a result. Beginning about the month of August, the newspapers teem with good advice relative to the autumn trade. The advertisements urge all to "get ready" and to hustle or they will get left. So everybody begins to get up steam in order to make the speed limit to avoid being the last. Mechanics are called upon to put in many hours overtime. The factories can not fill half their orders, while the railroads are short on cars to move the produce and goods; the telephone and the telegraph wires fairly burn with impatient messages urging greater speed. The foregoing is a very brief pen picture of our annual scramble to avoid being frozen both "out" and "up."

The question arises, could not some of this harvest activity be transferred to other portions of the year? Would it not be possible to so educate the people that they would prepare themselves before the rush began? Work done on "overtime" becomes tiresome and generally drags more or less, while if one is compelled to labor (either mentally or physically) at top speed and at longer hours for a period of several weeks, the results are many times far from being either pleasing or efficient. If we are compelled to have six lean months in order that we enjoy six months of fatness, why not shut up the shop or the store and go fishing while we get our minds and nervous systems in proper shape for the annual rush?

To assume it is true that the larger percentage of the goods must always be handled in the spring or the fall is to follow in the footsteps of our forefathers. BECAUSE IT ALWAYS HAS BEEN IS NO SIGN THAT IT MUST CONTINUE. We are supposed to be a progressive people and if this general progress has not filtered through the lines of business mentioned in this article it is because the people engaged in it are slow to adapt themselves to the situation.

Take as an example the washing machine, either hand power or run by some other means. Is there any reason under the sun, moon or stars why washing machines, and plenty of them, should not be sold on any or every day of the week? There is one reason, and this is it, the owner or clerk is not "up to snuff" and fails to proclaim the merits of the appliances to the people who visit the store.

A good washing machine is just as much of a labor saver as is a good sewing machine and what modern household would think that it could get along without a sewing machine? Is there any reason why they should believe that they can do without a first-class washing machine? "Only negligence on the part of the salesman" comes the answer.

Washing machines can be "boomed" every day in the year both in and out of the store. The washing machines have been mentioned because, recently, the writer noticed a man open up a store for their exclusive sale. He has put out canvassers, called the attention of the housewives to his particular kind of machine and has done well financially and that with some hardwares located within a few blocks of his new store. These hardwares had carried washing machines in their stores for months and months and never made a sale. The market was at their very door, but they did not "tumble" to the fact until some one came along and did not wait for harvest time, but went to work and made a harvest of his own.

Take a gas or a gasoline stove as another instance. In many cases the sale of this article is limited to the summer months. Could they not be sold nearly every month in the year if pushed in the right manner?

In the kitchens of many houses and flats in the large cities the gas range is the only appliance used for cooking. It occupies less space, delivers a hot fire at once when the burners are lighted and seems to find favor in the eyes of the housewife or the "help." In some kitchens we find both the cooking range (coal) and the gas stove, and hardly a week in the year passes but what the gas stove is used more or less. So why is it not in order to press their sale?

The phonograph is a wonderfully pleasing and instructive machine. Thousands of them have been sold all over the world, and the end is far from being in sight, yet a well ordered and prosperous household can be conducted without its use. It is a luxury and a demand for it must be created. Heating, plumbing, kitchen and many house furnishings are necessities and are needed (some of them) every day in the year. It is the business of those interested in such lines to supply the articles and to work up a demand for the same. If the demand comes at only certain seasons of the year, it shows that the customers are crowding the merchant instead of the merchants being aware, in advance, of the needs of the buyer. Overcoats, ice skates and certain other goods are seasonable, but there are dozens and dozens of actual necessities that are not pushed as they should be, that could be used as "fillers" in the months when the sales are light, and these goods would go far towards making the sales show well in the lean period and also relieving the congestion at the so-called "harvest" time of the year.

Why be wide awake for half of the year and hibernate for the balance? Consider with yourself as to whether or not you can spread out that "harvest."

A MODERN BUILDERS' HARDWARE DEPARTMENT.

Martin, Finlayson & Mather, hardware merchants, Vancouver, have adopted up-to-date means to display their builders' hardware. They recently made extensive alterations in their store and fitted up a couple of rooms for displaying all lines of builders' hardware. They erected a hanging balcony, extending the full length of the store and opened up another floor for retail salesrooms.

The accompanying illustration shows the neat and attractive manner in which the different lines are displayed. When a department is arranged such as this, it means much time saved, and more sales. Builders and contractors are very busy men, and they would far rather buy at a store where their requirements are well displayed and where they can choose quickly, than go to some shop where the clerk has to hunt up several lines, thus littering the counter and taking up much more room than is necessary. It means time saved to the merchant as well. It helps the buyer considerably in choosing. Then, again, when a buyer sees a big assortment shown, it makes him think you are sure to have the stock on hand at all times and can make quick delivery and he will purchase from you rather than go elsewhere where he may have to wait some time for the goods.



The New Builders' Hardware Department of Martin, Finlayson & Mather, Vancouver.

If you only have a small space, this will do. Only the samples need be displayed, the stock being kept in another part of the store.

Where a person is doing any kind of a trade in builders' hardware, it is absolutely necessary that a plan of this nature should be followed. Martin, Finlayson & Mather are now wondering how they got along before without it.

COFFEE DAY FOR HARDWAREMEN.

A retail hardware firm in Kansas held a "Lemon Day" back in the summer and the farmers the country round came in to drink lemonade, eat cake and gossip with their friends.

Why should not hardwaremen in Canada emulate them with a coffee or some other day? Now would not be a bad time. Select a day, serve hot coffee and tea and light refreshments and make it an opportunity of displaying certain seasonable lines of goods such as stoves, gas and oil heaters. Advertise the fact. Use the local papers, send out circulars and get people talking about it.

To make people talk is the essence of advertising.

AN ENTERPRISING DEALER.

An enterprising dealer in Kansas City, Kans., recently attracted large crowds to his store by conducting a novel guessing contest on the number of spots in a roll of wall paper.

Three prizes were competed for and much excitement prevailed throughout the contest. Besides the guessing side of the scheme, presenting the awards to the winners again attracted a large throng.

The simplicity of the idea shows how easy it is to get considerable advertising at a small cost. The roll of wall paper was already in stock, but a little newspaper advertising was necessary to advise the public as to what was going on. Then outside and inside of the store placards announced the contest. All the advertising and the cost of the prizes was only a small percentage on what the returns will ultimately be.

ENAMELED WARE SPECIAL SALES.

Modern merchants have developed the special sale into an established institution. Every store needs a sales stimulant at times. There are some merchants who make a practice of putting on some special stunt twice a year, in the spring and in the fall as a sort of tonic for their business.

A sale of enameled ware can usually be carried out successfully in a hardware store for the reason that at any season of the year there is sure to be a demand for

enameled ware. The housewife needs it for scores of every day duties and she is always ready to buy when a special inducement is offered.

For the purpose of bringing farmers to the store to see other lines of fall merchandise, such as stoves, ranges, lamps, lanterns, horse blankets, carriage robes, etc., there is no better plan than to put on a special sale of enameled ware.

Prices need not be greatly sacrificed. Advertising will bring the people in if prices are mentioned freely.

RED TAG TOOL SALE.

May Bros., hardware merchants at 1680 Dundas St., Toronto, are enterprising and believe in holding special sales and offering extra inducements to the public to buy.

Some time ago they held a red tag tool sale. They dressed a window with axes, saws, drills, planes, bevels and other tools for the carpenter and builder, and in the centre displayed a large sign bearing the words "Don't miss the red tag sale," in red letters. To each article in the display was a red tag with the regular price marked and scratched out and the sale price quoted.



Tool Window in West Toronto Hardware Store Featuring Red Tag Sale

"We made a good cut in price," said Mr. May, "and advertised the fact well, with the result that we did a greatly increased business and more than made up for the cut in prices."

ADDITION TO A YORKTON STORE.

Chas. Beck, Yorkton, Sask., has found business so good he has been forced to build a 14 x 50 feet addition to his store, giving him now a store 40 x 50 feet. Besides hardware, a good line of furniture is handled. This is Mr. Beck's tenth year in business in Yorkton and each year has shown a substantial gain.



Hardware Department of Chas. Beck, Yorkton, Sask.

The accompanying photograph shows the hardware department. Every inch of space is utilized, even the ceiling in parts, so that although the department is rather small, a full line is carried. A well-arranged stock of paints is always displayed prominently.

GOOD TIME TO COLLECT ACCOUNTS

A good time to look after the collection of accounts is all the time.

Canada is in an unusually prosperous condition. There is probably no country in the world more so. But no matter how prosperous a country may be it is suicidal for merchants to become careless in regard to the collection of accounts. They may not be in a hurry for the money to-day, but it may be another matter to-morrow.

Every dollar uncollected on the one hand increases the merchant's cost of doing business, and on the other decreases the net price at which the merchandise was originally sold.

Money works while its possessor sleeps—if it is on deposit with his own banker. But it is certainly not working for the merchant when it is in the pocket of a delinquent customer. It is working for the other fellow.

He who does not systematically look after the collection of his accounts is in grave danger of ultimately reaching a point where his credit will be seriously impaired is doing business under serious disadvantages.

The present is the opportune time to prepare plans for carrying out a systematic account-collecting campaign. The bountiful crops with which the country is blessed are gradually being turned into cash, and the merchants should see that they are not kept waiting an undue length of time for the portion that is theirs.

NEW FURNACE CATALOGUE.

The Hamilton Stove and Heater Co., Limited, has issued a handsomely illustrated 32-page catalogue of their different lines, containing complete descriptions and prices of all their furnaces and accessories. It can be had for the asking.

What Trade Associations are Doing

INCREASING THE ASSOCIATION MEMBERSHIP.

By R. C. Chown, President Ontario Association.

It is quite evident that the success of the Retail Hardware and Stove Dealers' Association is assured. We have a substantial membership, both active and associate.

This membership embraces both large and small merchants, and it is a pleasure to know that while there are still a good many desirable merchants to be secured as members, it embraces those who recognize the benefits of association and who do things. It is that fact that gives me faith in our future—not only in our success as an organization, but in the individual success of our members.

There are many ways in which conventions benefit us. They are a help mentally, morally, physically and financially, but the majority of you are able to see this for yourselves, and you do not need a demonstration of self-evident truths.

Now, what are we going to do about those who actually need the benefits of our organization, but who are not yet able to realize the fact? The Association needs them, but they need the Association more. By staying out they are the losers. They lose the instructive features of our convention and the inspiration and the opportunity to add to their circle of friends afforded by our conventions and our outings.

One by one they are coming to see these facts and it should not be long before a large majority identify themselves with our organization.

Our associate members have been of great assistance. They are meeting at regular intervals those who should become active members, and they have a great advantage, even over your committee, in obtaining new members. They have induced a good number to join us, and we hope they will continue their efforts. Let us continue to show that we appreciate what they are accomplishing.

Individual Work by Members Necessary.

There is also a work that each individual member can do. You have competitors who have not yet numbered among us. They will make better men to compete with if they join us. Don't feel that it is your advantage for them to stay out. The best competition one can have is that of fair, broad-minded men, whose ideal in business is the square deal, and our Association helps to make them such. Becoming brother members puts you in position to work together not only for the general good of the members, but locally for the correction of trade abuses, in advancing the interests of your community, and in showing to your townsmen that they have at their own doors as substantial and reliable business men and as good business facilities as do other communities. This will go a long way toward establishing confidence in your ability to serve them even better than houses in distant cities could possibly do.

Let me repeat—get your competitor. It is to your advantage and in a much greater degree to his.

WHOLESALE HARDWARE CONVENTION

The annual convention of the Canadian Wholesale Hardware Association will be held at Hamilton on Thursday, October 19, a banquet being tendered in the evening. President Chown and Secretary Wrigley of the Retail Hardware Association, are invited guests.

PREPARING FOR HARDWARE CONVENTION.

About a dozen additional firms have made reservation of booths at the Hardware Exhibition during the convention at Guelph next February, and to date over 80 booths have been allotted or are held under option, although additional space has been provided by the arrangement of a special "Made in Galt" hardware show in the Market Building, situated between the City Hall and Winter Fair Building. According to indications the hardware exhibition at Guelph will be the greatest ever held in Canada.

CANADIAN MANUFACTURERS FAVORED.

The resolution adopted at last month's meeting of the Executive of the Ontario Retail Hardware and Stove Dealers' Association, to the effect that jobbers would not be asked to exhibit at future conventions, has caused some comment and the following letter from Mr. Macnab, of Orillia, giving some of the reasons for the resolution, may help to create a clearer understanding:—

Weston Wrigley, Secretary, Toronto.

"The idea has apparently got abroad that we do not want the jobbers at the convention, which is entirely without foundation or is misunderstood.

"As you are aware, I was probably the instigator of this question, and, as I stated at the time, my idea was that if we allowed jobbers to exhibit lines of foreign make in different varieties to the same kind as made in Canada and which were being shown at the convention, it was not fair to the manufacturer who comes with the idea of showing and demonstrating his goods, and no doubt would not take it very kindly, and the consequence would be that instead of our having the support of the manufacturers, which to my mind goes a long way to the making of our convention a success, it would turn out that they would ask the jobbers to exhibit their lines, which would mean eventually that we would not get more than eight or ten exhibitors.

"We are only too glad to have the jobbers and their representatives with us, and will give them a glad welcome, and if they feel they would like to have a booth it is not a hard matter for them to have same, as all of them have special lines of manufacture they represent. But the booth must be in the manufacturer's name. I understand this is the same arrangement that is made for exhibitors at the Toronto Exhibition, and if it is a good thing for such a large undertaking as that, it should be a good plan for us to adopt if we

want to continue the prosperity of the Convention. I think this is only a fair proposition, and if correctly understood do not think there would be any objection.

"This matter came to my notice to-day and I thought better to let you know, so that probably you could put the matter straight."

Orillia, Oct. 5. D. A. MACNAB.

Mr. Macnab's point is well taken. The understanding arrived at by the Executive of the Ontario Association was that jobbers could make exhibits of lines which they specially represent if the booths are taken in the manufacturer's name. Or a manufacturer's agent representing several lines can reserve a space in the names of the various concerns he represents. But both manufacturers and jobbers have pointed out to members of the Executive that care should be taken to preserve the original idea of the Hardware Exhibition —the educative value exhibits have in making it possible for retailers to see demonstrations and to inspect full lines of goods, many of which are known chiefly to them by pictures in jobbers' catalogues.

Just as the directors of the Canadian National Exhibition have to keep a watchful eye open to discourage forces which would tend towards disruption, so must the Executive of the Ontario Association endeavor to ensure the future of their exhibition. To make the hardware exhibition a clearing house for the sale of cheap foreign-made goods in competition with Canadian-made goods of quality, would be as destructive in its effects as for the Canadian National Exhibition to allow mail order houses to placard their displays of stoves with price tickets.

To ensure permanency the two exhibitions must continue to be exhibitions rather than bazaars, and every legitimate hardware jobber will see the force of the position taken by the officers of the Ontario Association and uphold them in endeavoring to maintain the educative character of the event.

Much better for the jobbers to send their salesmen to the convention to help their customers in enlarging their knowledge of the goods on display (and incidentally have orders booked for shipment through the usual channels) than to participate in a scramble for business and neglect the educative opportunities open to those who attend the convention.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of the Ontario Retail Hardware and Stove Dealers' Assotiation

HOW TO EFFECT INSURANCE.

By W. G. Wright—Second Article

Taking it for granted that you intend to insure on a business basis, it is necessary to divide the property as it will be insured and know the value of each division. The building item should include everything of a permanent nature, plumbing, heating and lighting apparatus, screen and winter doors and windows and particularly plate glass and mirrors. If a co-insurance clause is carried, then portions of the foundations, underground work on sewerage and plumbing and other parts which will not be destroyed or damaged by fire should be excluded from the policy and if liable to only slight damage, they should be excluded for the purposes of co-insurance and specifically insured, but the wording frequently used, "foundations below the ground level," is so inexact, so indefinite, as to cause endless misunderstandings and resulting loss to the assured. Each particular case needs careful consideration by itself.

When insuring buildings it is well to consider the construction of the building and the fire protection and exposures. A one-story brick building with concrete floors in an isolated position and therefore subject to no conflagration hazard, containing hardware without oils, and near to the fire department of a city, may well be insured for a comparatively small amount provided that the policy is not subject to a co-insurance, or distribution or average clause. A tall or thin-walled brick building, a frame building, a congested area, inflammable contents, a hazardous wood worker as an exposure, distant or inadequate fire protection, a country store with no protection, a co-insurance clause; these are all conditions calling for a full line of insurance.

When the insurance of stock is to be effected the wording should be as general as it is possible, yet so as to give a fair idea of the stock carried, mentioning paints, oils and special lines and particularly mentioning jewelry, clocks, watches and any other articles enumerated in Statutory Condition No. 7, which may be dealt in by you "(not exceeding cost price)," "(not exceeding $5.00 on any one)" or "(an equal amount on each)" to appear in a stock, fixture or stable policy. A true blanket form within the range of the property to be insured and without limiting clauses is the ideal. It can always be obtained but care must be taken to not group property which the practice of underwriters is to separate, e.g., stock and fixtures, otherwise the blanketing may be at the expense of being required to insure subject to 90 per cent. co-insurance clause and this is usually most undesirable for the hardware merchant.

With regard to fixtures, the remarks made about stock all apply, and care must be taken when the building is rented to cover all decorations and permanent improvements made by the tenant. Owing to the difficulties of adjustments on fixtures and owing to the wide differences of opinion as to the sound value at the time of the fire because of depreciation and the questions as to the right of removal, we strongly urge that fixtures be well insured but never subject to a co-insurance or average or distribution clause. If the amount to be insured is $500 or over we strongly advise that a separate policy be carried. It often facilitates settlements on any portion if separate policies are carried on all the items, building, stock, fixtures, household furniture, stable, and stable contents, and where the amount of insurance is at all large, say in excess of $500 on any item, that item should have a separate policy. The conditions applying to the insurance on your stable do not necessarily apply on the fixtures in the store. There is no reason why some omission or inadvertent act of yourself or your employees which might void your stable insurance should invalidate all your insurance as might easily happen if you are insured under one of those BEAUTIFUL(?) schedules, insuring everything you possess and dividing it pro rata among all the companies which the agents are so fond of getting you to permit them to attach to your policies. That agent thus gets a control over your business which is good for him, but it is at a cost to you that is sometimes the measure of your whole business.

(To be continued.)

M. S. Madole, Napanee, writes that the proposed sale of his business to H. G. Alexander, has not gone into effect

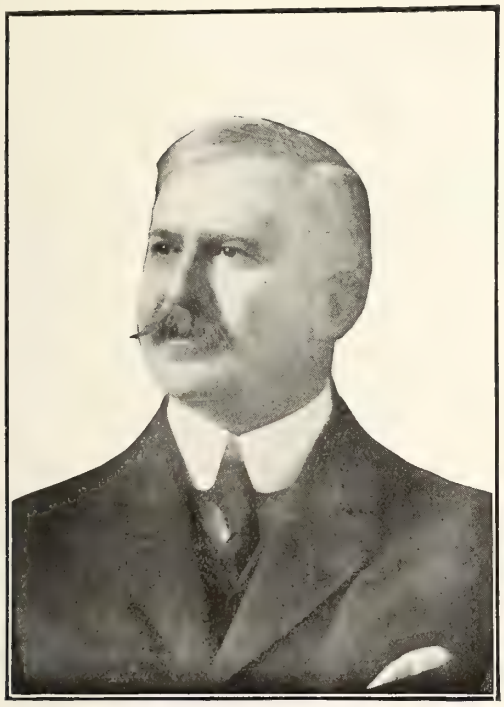
HARDWAREMEN IN NEW PARLIAMENT.

Hardware merchants, irrespective of politics, will welcome the new Canadian Parliament elected last month for two important reasons.

The overwhelming majority registered against the reciprocity agreement with the United States ensures a stable market undisutrbed by drastic tariff changes. While a tariff commission will investigate the need for changes, it is unlikely that the tariff wall will be materially heightened or lowered. Stove manufacturers, however, can reasonably expect a readjustment of the existing tariff regulations, which in many ways works to the advantage of United States foundrymen.

It is in the increased number of hardwaremen who will sit in the new Parliament, however, that the trade will be chiefly interested. Ten men connected with the hardware trade, and, oddly enough, all are on the Government side, with three in the Cabinet, will be members of the Commons or Senate until the next elections. The ten are:

Hon. Frank Cochrane (of the Cochrane Hardware



Hon. A. E. Kemp, Toronto.

Co., Sudbury), Minister of Railways and Canals; Hon. A. E. Kemp (Sheet Metal Products Co., Toronto), and Senator J. A. Lougheed (Metals, Limited, Calgary), ministers without portfolio; James Davidson (Thomas Davidson Mfg. Co., Montreal), member for Shefford, Que.; Geo. A. Clare (Clare Bros. & Co., Preston), member for South Waterloo; Major J. A. Currie (Imperial Steel and Wire Co., Collingwood), member for North Simcoe; Richard Blain (hardware merchant, Brampton), member for Peel; J. S. Weichel (hardware merchant, Waterloo), member for North Waterloo; G. S. Wilson (hardware merchant, Dundas), member for Wentworth; and H. J. Walker (hardware merchant, Warkworth), member for East Northumberland. On the Liberal side three hardwaremen met defeat, these being Hon. James Stratton (Peterboro Lock Mfg. Co.), Peterboro; James H. Ashdown, Winnipeg, and W. W. Ruttan, Prince Albert.

With five hardware retailers and five manufacturers or jobbers selling to the hardware trade, legislating at Ottawa, the interests of the hardware trade ought to be better looked after than ever before. The hardware M.P.'s will be able to understand the position of retail merchants and extend a restraining hand upon those who may bring forward such dangerous proposals as the parcels post c. o. d. made in the last Parliament by Postmaster-General Lemieux, and the co-operative bill fathered by Hon. Mr. Monk.



Hon. Frank Cochrane.



James Davidson, M.P.

It is true that Premier Borden is pledged to extend the rural mail delivery system and that this will undoubtedly be used by the mail order houses and their allies, the big daily newspaper publishers, to begin an agitation for an extension of the parcels post system. but with a group of intelligent hardwaremen at Ottawa capable of understanding the danger of such legislation to the retailers in the smaller towns and villages throughout Canada, the hardware trade, and their organized head, the Retail Hardware and Stove Dealers' Association, can look for co-operation in their struggle against the efforts of the mail order corporations.

And likewise, in removing the hardship of having to pay heavy charges for the reinspection of weighing and measuring devices, the retailers can look to their friends in the new Government for support. The periodical reinspection of scales and gallon measures is a police duty which should be paid for by those who benefit—the community as a whole. And merchants whose measures are found to be incorrect should be punished by the community. The present plan of taxing merchants whose weights and measures are found to be correct is not sound in principle, and, it is hoped, will be abolished through the assistance of the "hardware group" in the new Parliament.



Major J. A. Currie, M.P.

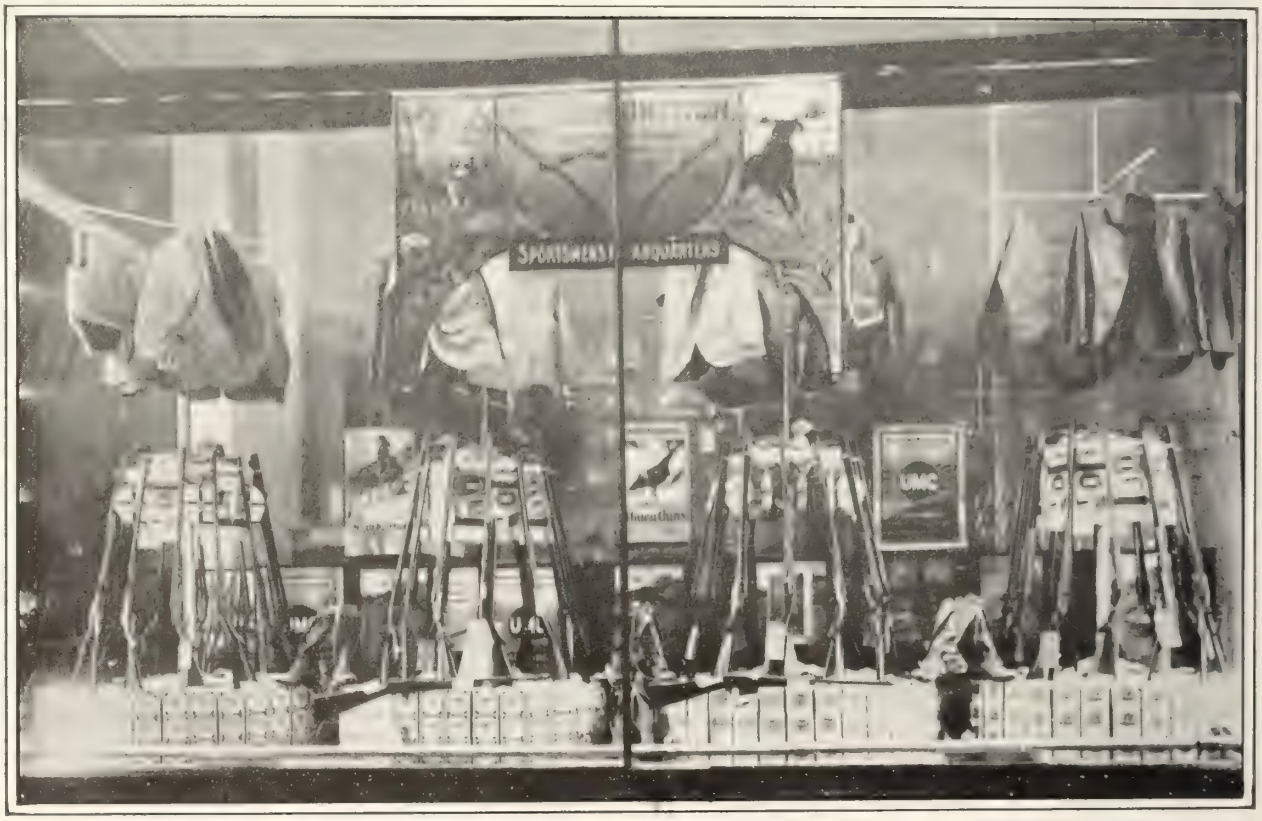


H. J. Walker, M.P.

Window and Newspaper Advertising

THE VALUE OF WINDOWS.

We have much faith in the effectiveness of good window displays. Many a business has been increased from mere nothing to immense proportions by constantly keeping before the people inviting goods. By keeping your windows trimmed with the goods of the season constantly, and persistency in attractive displays will gradually make famous every merchant who backs up his window by courteous and careful treatment of the customers and their wants. One is now an essential feature in the getting of trade, and the other in the holding of it.



A Timely Display of Sporting Goods.

WINDOW DISPLAY OF HAND SAWS.

For the small town, nothing is more effective than the practical window that displays in some striking way the merchandise shown, either by coupling the goods with their uses, or giving them a setting that naturally brings to the mind an association that creates a desire for possession.

Telling the public what they already know has, at times, worked out very profitably, particularly when the manner of telling has been new. This was demonstrated by a hardware window display of hand saws. Hand saws, as everybody knows, are for the purpose of sawing wood; nevertheless, a window display that demonstrated this fact was used. A background resembling a carpenter shop was put in, and in front of this, arranged on two horses, was a hand saw, half way through a board. On the floor beneath was a sprinkling of saw dust.

The whole window was natural and quite attractive. The display sold hand saws, because people stopped to look at the window, which called to their mind the use of a hand saw, and consequently impressed on them their necessity for having one.

This concern has since been using effective window displays. In many parts of the country this same display has done the work of human salesmen in the show windows of hardware stores.

HOW TO WASH WINDOWS.

Strange as it may seem, there is a right and wrong way to wash windows, and as this question is usually dreaded the following method will doubtless be appreciated, as it saves both time and labor.

Choose a dull day, or at least a time when the sun is

not shining on the windows, for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork before touching the glass.

The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used and the result will be brighter windows.

HONEST ADVERTISING PAYS.

Here is a definition of a good ad which is certainly worth reading carefully again and again: "A good ad, first of all, must convey a definite message. It must be so plain that a little child can understand it. It must have an honest ring to it. It must sound true and reasonable. It must be worded in a manner that interests. If all these wants can be combined, a desire for the article advertised will be created and a sale will result. If the buyer finds the article approximately as good as the sale says it is, second, third and an indefinite number of purchases will result. What to say comes first of all. How to display the words and make them attractive comes next. A familiar quotation is good sometimes. A homely expression is good another time. There are times when ten words are abundant and there are times when a thousand words are too few. The object should be to convey a message that people ought to know and when the message is complete, it should stop right there. Knowing when to stop is really as much of an art as knowing how to begin."

ADVERTISING SPECIAL SALES.

But don't attempt to run a special sale and make a big sale and a big hurrah over nothing. People may come once, but they won't be fooled again, and when you really have something special they won't believe you. When all things are ready for your special sale begin your advertising. Tell the people in a plain, truthful way just what you have and why you are going to make special prices and have a special sale. Have all your store arranged so as to give the impression that a sale is going on. Neat and numerous price tickets, one on every piece of goods, add greatly to the effect. Usually a sign thrown across the store front will attract passers-by. Have all your sales people posted about the goods and how you came by them, so that they can talk convincingly and intelligently to customers. Above all, try and make the first day of your sales a success at any cost. Offer people such value that they will not only buy readily but go away and spread the news among their friends. Keep your advertising going during the entire special sale week, mentioning something new every day and quote your best net price offerings. If you once get the sale started right, judicious advertising will keep the interest up many days, or until all the goods are gone. Don't have special sales of the same kind. Have some new reason for the next sale. The same excuse offered for the last one may not work or draw again.

AN ATTRACTIVE HARDWARE STORE.

In August, 1904, Mr. Whiting, of the Whiting Hardware Co., opened the store, shown in the accompanying photograph, at Fort Rouge, Man. In 1906, he opened another store at Marwood, Man.

Mr. Whiting was for five years in the employ of the J. H. Ashdown Hardware Co., Winnipeg, and during that time stuck to business and took notice of all he saw,



with the result that he now owns two very up-to-date stores.

Window decorations receive particular attention from the proprietor and his clerks, as will be seen from the accompanying illustration.

For a store of its size, the architecture design is excellent. It does not show that flat appearance, too characteristic of stores in small towns. The effect of the windows directly above the awning is striking.

The light in the centre of the doorway is a strong one and lights up both windows in excellent manner.

Mr. Whiting devotes one of his window displays to Maple Leaf paints and varnishes and uses one of the Imperial Varnish Company's trims to splendid advantage, cans of paint being arranged in an attractive form in the base of the window display.

The other window is devoted to exhibiting a range with kitchen goods on the floor of the window.

If you have a clerk whom your customers avoid, whom they do not like to have wait upon them, find out what's the matter and if the condition cannot be cured, it shouldn't be endured.

Salesmanship Essential to Success

THE SUCCESSFUL SALESMAN.

The most successful salesman is not the one who makes the few large sales, but the one who sells and satisfies the biggest average of the number of customers he waits upon.

To do this he must be clever, tactful and, above all, use good judgment.

In approaching customers he must be courteous, and try to impress the customers that it is a pleasure and not a hardship to wait upon them. After gaining an idea of what they are looking for, he must talk to them about the article in a way that will lead them to believe that he understands his business, and in this way he will gain their confidence—and when that is done the sale is half made.

A good salesman will, after a few minutes' talk with customers, have gained a pretty fair idea of what class of goods they are apt to buy, and then it is up to him to suggest, because he should be in touch with the stock, and know what goods the department desires to be sold.

The majority of customers are willing to take suggestions, as very few of them know exactly what they want when they go to make a purchase, and will invariably leave it to the salesman who has gained their confidence.

Don't be too persistent! Lead your customers to believe that you think that their ideas are worth something (even if they are not), and you will find your sale comes much easier, and the chance of selling them the article you want to sell is much better.

Never misrepresent an article in order to make a sale, or try to force something you know a customer don't want upon them, even if it does bear a P. M. tag. By doing so you are either causing your house a lot of unnecessary trouble and expense in exchanging same for a more satisfactory article, or you are making a dissatisfied customer who will not come back when in need of other things, feeling that you, and consequently the firm, sold them articles which in their estimation were not what they really wanted to buy.

In demonstrating an article to a customer, show and impress all the good qualities, at the same time call their attention to anything that may not prove absolutely satisfactory in time to come. By doing so, you will avoid a lot of complaints and troubles, and at the same time lead your customers to feel that you are dealing squarely with them and give them confidence in you and the store.

After you receive the order for which a customer calls, or if you cannot satisfy him or her at that time, try to suggest something else, something that you think might be of interest to the customer. There is always new merchandise in the stock which your customer has not seen, and by showing same you create an impression which, while not making an immediate sale, will give the customer an idea of what you have and eventually will lead to a sale, either to the customer or to some of his friends to whom he may tell where such merchandise can be had.

Never let your customer leave the store feeling that he has not received the attention to which he is entitled whether a buyer or a "looker."

When you have finished with a customer and have occasion to transfer him to another department, do it in as pleasant a manner as when you first started in to wait upon him. This will not only make you stronger with your customer, but will make it much easier sailing for the salesman to whom you turn over the customer.

After you have finished with your customer and he is about to leave the store, whether you have made a sale to him or not, make him believe that you are living up to the motto of the store, "Welcome, whether looking or buying!"

By so doing, you have not only made a satisfied customer for the store, but at the same time you have made a customer and friend for yourself, who will come back, bring his friends, and insist upon your waiting upon them.—Publicity.

Sermonettes on Salesmanship

Written for the Journal by Myra Maitland

Jones wants my subscription for a magazine.

He points out the illustrations, dilates on the prominent contributors, emphasizes the value of reading.

I turn him down—"haven't time to read."

Smith wants my subscription for a magazine.

He points out the illustrations, dilates on the prominent contributors, emphasizes the value of reading.

I subscribe.

Why?

When the price is the same, the article practically the same, the arguments almost identical in wording—why?

Just because of the Man-Behind-the-Proposition.

Jones talks like a phonograph, grinding out a set speech, mechanically repeating a parrot-talk supplied him by someone else.

His manner is never so much as a hint that he believes the things he tells me.

Smith talks from the vantage point of sincere belief.

He persuades me that I need to subscribe for a magazine.

He shows me that this particular magazine is just what I need.

That's Salesmanship.

For Salesmanship can be built only upon a foundation of Sincere Belief.

The business of a salesman is to sell things.

Most customers will not buy till they're convinced.

Further, they won't be convinced until the salesman convinces them.

And to convince them the salesman must first Convince Himself.

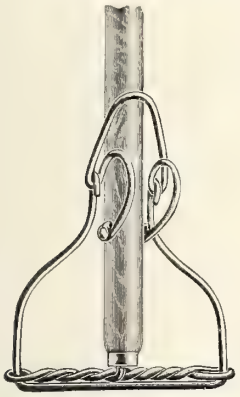
In salesmanship you must Offer the Goods.

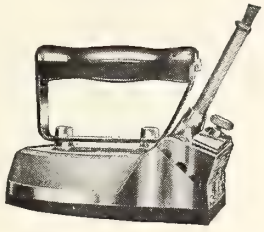
But, honestly, Offering the Goods is not so much a matter of the words you use, as of the fashion in which you use them.

New Goods on the Market

When writiug to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Theo. J. Ely Mfg. Co., Girard, Pa., have turned out a new mop head, No. 23. This is made of all wire. All the metal parts are of tin steeled wire. The head is twisted, making it stronger than any cast iron mop head on the market. The lever is made of tinned spring

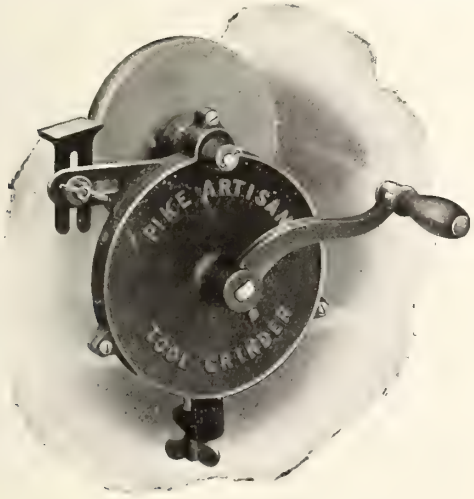




steel wire, which makes it rustproof and practically unbreakable.

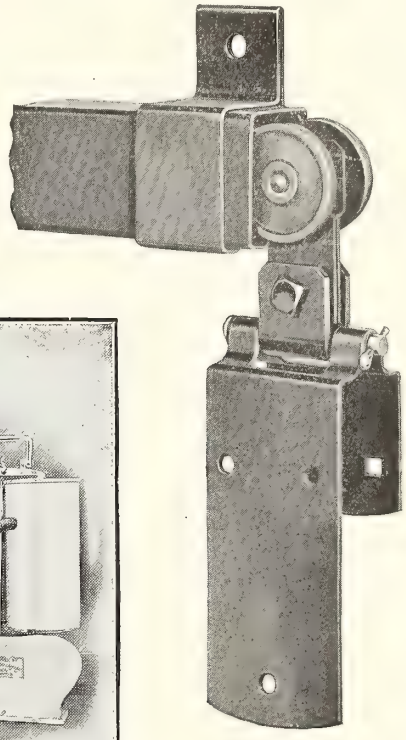
The Dover Mfg. Co., Canal Dover, Ohio, are turning out a new electric iron, known as the "Asbesto." This iron will retain heat up to 600 degrees, although in ironing 450 degrees is the usual amount. While its first cost is perhaps more than other makes, the user is practically insured against repairs.

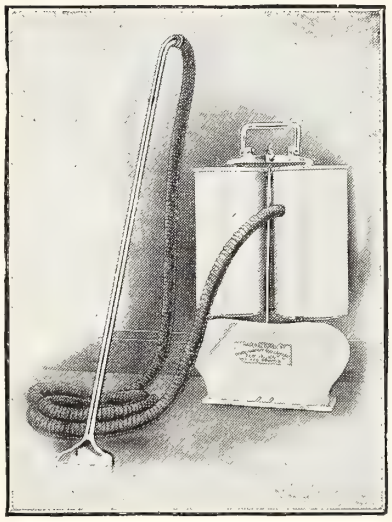
The Pike Mfg. Co., of Pike, N.H., have added three new models of hand tool grinders to their line. These will be introduced to the trade under the names of Artisan, Domestic and Household. They are cut-gear machines, embodying all the good points of the Pike Peerless line, which has proven so popular among the hard-



ware dealers during the past few years. By eliminating the patented tool rest; by using a single piece crank handle instead of the extension crank handle, and by incorporating several changes in the minor details of construction, a grinder has been evolved which, while holding up to the high standard set by the Peerless machines, still can be sold at a price considerably lower.

Canada Steel Goods Co., Limited, Hamilton, have just placed on the market the "Hatch Trolley Hanger" and rail with vertical and end brackets. This hanger has a strong selling feature about it and can be sold at a very reasonable price—lower, it is claimed, than any on the market, provides the merchant with a good profit, and insures satisfaction to the customer. It will carry a door weighing 1,000 lbs. The track is bird-proof, snow-proof and weather-proof. The brackets are wide, strong and close in both ends of the track as well as support it. This hanger promises to be popular for warehouses, barns, garages, etc., having all the features of the most expensive trolley hanger made, and costing little more than the ordinary barn door hanger. It is named after Mr. Hatch, general manager of the Canada Steel Goods Co., which is a guarantee that it is correct in every detail.





Onward Mfg. Co., Berlin, Ont., have made several improvements to their "Triumph" electric vacuum cleaner. This machine only weighs 35 lbs., but has the strong, steady suction created by a rotary pump of improved design. Every part is in plain sight and easy to get at. It is mounted on a polished aluminum base, with sliding furniture shoes. Twenty feet of electric cord, eight different cleaning tools, and 12 feet of braided hose goes with each machine.

Merriman Bros., Boston, Mass., manufacturers of megaphones of all descriptions, are introducing something novel in the shape of a rolled up megaphone. This



is particularly desirable at rugby games or wherever crowds are gathered. It is made in two sizes, 22 and 31 inches long, rolled up.

The H. S. Howland Sons & Co., Limited, have just put in a stock of the Centaur Hockey Skate. This skate is one of the latest creations, made of best quality tempered steel, full nickel plated on copper, polished runner with or without puck stop, specially designed riv-



eted sole and heel plates. The skate has double ends, weighs 12 ozs. each, is strong enough to be used in the fastest company. It is manufactured expressly for Messrs. H. S. Howland Sons & Co., Limited, and it is expected it will be recognized by all who use it as one of the most perfect skates that has yet been introduced at a popular price.

The Taylor Forbes Co., Limited, Guelph, are manufacturing their "Common Sense" steel sash pulley by a new electric spot welding process. It is now much



lighter and stamped out of sheet steel and welded together in a marvellous manner. The process will be interesting to dealers who attend the Hardware Convention at Guelph in February. These are packed, without screws, 100 dozen in a barrel.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

Meakins & Sons, Hamilton, are selling quite a few apple pickers' blouses to the hardware trade. By using these blouses apples can be handled without being bruised. Meakins & Sons look for an active season in their All-metal Washboards.

Pinchin, Johnston & Co. (Canadian), Limited, are asking dealers for names of persons who are building houses or contemplate painting an old house. To these names they send a very neat and attractive autumn letter card, pointing out the advantages of painting in the fall and describing several of their well-known lines.

The Enterprise Foundry Co., Sackville, N.B., are sending out their catalogue No. 2. This book contains 16 pages of interesting information on open grates and fireplace fittings, and is of particular interest now that newly built houses are being equipped with interior fittings. "The Solution of a Burning Question" is the title of another booklet being sent out by this firm. This contains testimonials from persons in different parts of the country regarding the "Enterprise Blazer" furnace.

The Radiant Electric Manufacturing Co., Toronto, have issued their catalogue A. It contains prices and complete descriptions of their electric irons, toasters, disc stoves, ranges, tea kettles, chafing dishes, coffee percolators and other sundries. This firm states it is cheaper to operate tea kettles, electric irons, chafing dishes, etc., by electricity than by any other means. With each heating element sold, they furnish a guarantee that if it proves defective in any way, within two years from date of sale, they will furnish a new one free of cost.

Findlay Bros. & Co., Carleton Place, Ont., have just issued a large new catalogue, which for neatness and beauty in design and execution is a credit to the firm. The cover, which we reproduce, is steel gray in color and finely embossed, the frontispiece being an excellent picture of the company's large plant. A pocket on the inside back cover, for discount sheet, is a convenience. The book comprises 120 pages and illustrates and describes the extensive line of "Favorite" stoves and ranges manufactured by the company. Cast and steel ranges, shanty ranges, base burners, oak heaters, hot blasts, tortoise stoves, box and camp stoves are shown in large variety. The book is one of the neatest stove catalogues that has been received by the Journal this year and reflects great credit on Findlay Bros. It will be a valued addition to any hardwareman's office library.





J. E. Moseley, hardware merchant, Huntsville, bet H. E. Rice, a local journalist, that the Laurier Government would not win by 25 majority. He won, of course, and can be seen enjoying a wheelbarrow ride as a result of his victory.

Stoves and Housefurnishings

CARPENTERS AND FURNACE WORK.

Some of the building trade papers are urging carpenters to go after the furnace trade in the country districts. They maintain that there are many instances where farmers and residents of small towns want furnaces installed and must call on a carpenter to do the work because there is no tinner near at hand. They advocate making furnace work a part of the country carpenter's business, and say that he should see that he gets his share of it. In other words, the carpenter is advised to compete with the tinner in the furnace business.

There is no excuse for that sort of thing unless it be in very remote districts where the services of a tinner cannot be had; and even there it would be policy to bring in a first-class furnace man, even at no little expense, if a first-class job is desired. The carpenter should stick to his saw and let the tinner's shears alone. Per contra, when any cutting of floors is to be done the tinner should call in a good carpenter. There is altogether too much of the jack-of-all-trades work done in building and repairs. The result is unsatisfactory all around, and particularly to the owner. Furnace work cannot be done successfully by a novice. It requires skill born of experience. Many a disastrous fire may be due to faulty work in furnace installation. Much of the alleged failure of hot air heating apparatus to work satisfactorily is due to ignorance of the proper methods of setting up the furnace and connecting the pipes. It is no work for a carpenter, no matter how good he may be as a carpenter. He is rarely excusable in undertaking it.

There is something more than mere selfishness in the claim of the labor unions of "jurisdiction" over their particular work. "Every man to his trade" is an axiom that is demonstrated over and over again in actual practice when some mechanic bungles a job that is not in his line and spoils his brother's trade at the same time. Let each one do his own work well and leave to others the doing of that which he does not thoroughly understand.

A CANADIAN STOVE IN CHINA.

Difficulties are sometimes experienced in transporting stoves, ranges and furnaces from one part of Canada to the other. That they are infinitely worse when transporting to countries where the facilities are crude is to be expected. The experience of a Canadian missionary who in his far-away home in China pined for a range from his native country. The range was shipped to him, but alas for the ways of the freight handlers on the river boats of China!

"You can imagine," he writes to a friend in Canada, "how anxious we were to get our new [illegible] range up. You may be able to imagine our consternation when on opening the huge box in which it was packed to find that the stove was all smashed to pieces. The heavy moveable grate had been put in loose without any packing whatever, the numerous jars it received in transit had shaken the grate out of its place and it just kept bumping about smashing lids, bridges and everything that came in its way; we had to go to work and pull out all the broken pieces and send them off to the arsenal and have some pieces patched with rivets and some parts cast over new. However, it is now a month almost since we sent them to be repaired and we are still cooking on a coal oil fire and not getting on so badly either, though it is a little trying on our Chinese cook."

But while the freight handling methods in China were crude, what is to be said of the carelessness of the packers at the point of shipment? Much evidently cannot be said in their favor.



Attractive Display of Stoves, Ranges and Heating Sundries arranged for the J. H. Ashdown Co., Winnipeg, by W. J. Illsey.

ABOUT THE HARDWARE M.P.'S

Senator J. A. Lougheed, Calgary, leader of the Senate, and member without portfolio in the new Borden Cabinet, is a director of Metals, Limited, Calgary, and a cousin of T. B. Alcock, Secretary of the Gurney Foundry Co., Toronto. Metals, Limited, is associated with the Gurney Company, a large trade being done in Alberta and British Columbia in heating and plumbing goods.

Senator Lougheed spent his boyhood in Toronto working as a carpenter. Later he studied law and has made good in the legal profession in Alberta, being reputed to be worth at least a couple of millions.



Sénator J. A. Lougheed



Geo. A. Clare, M.P.

Hon. A. E. Kemp, who has entered the Borden Cabinet as a Minister without portfoliio, is head of the Sheet Metal Products Company, one of Toronto's largest industries. Mr. Kemp was born in Clarenceville, Que., the same town that the Hon. Frank Cochrane hails from. Mr. Kemp originally was a jobber of hardware specialties in Montreal, but about a generation ago became a member of the firm of Macdonald & Kemp, tinware manufacturers, Toronto, and under his guidance the industry has grown to its present large proportions. According to rumor Mr. Kemp is to be the next Lieutenant-Governor of Ontario.

Thomas Davidson, M.P., is president of the Thos. Davidson Manufacturing Company, Montreal, but in addition to his large business interests Mr. Davidson takes a keen interest in farming and stock raising, his properties being located in the County of Shefford, which he will represent in the next Parliament.

Geo. A. Clare, M.P., for South Waterloo, is president of Clare Bros. & Company, Preston, one of the largest stove and furnace industries in Canada.

Major J. A. Currie M.P., for North Simcoe, is a newspaper man who established the Imperial Steel & Wire Company, Collingwood. Major Currie was one of those who was considered as a likely member of the Cabinet in the capacity of Minister of Militia.

W. G. Weichel, of M. Weichel & Son, Waterloo and Elmira, is a brother of J. S. Weichel, a former member of the Executive of the Ontario Retail Hardware and Stove Dealers' Association. Mr. Weichel's firm is a member of the Retail Hardware Association.

Richard Blain, M.P., for Peel, has been a member of Parliament for several terms, while Gordon S. Wilson, M.P., for Wentworth has represented that county in the Ontario Legislature for two terms.

H. J. Walker, M.P., for East Northumberland has been Division Court Clerk at Warkworth in addition to conducting a retail hardware business.

H. B. GREENING SUCCEEDS HIS FATHER.

At a meeting of the directors of the B. Greening Wire Co., Limited, Hamilton, held on September 28, Mr. H. B. Greening, who has been managing director of this company for the last twelve months, was appointed president in place of his father, the late Mr. S. O. Greening, so that the board of directors at the present time is composed of H. B. Greening, John Maw, N. S. Braden, and R. H. Merriman.

The officers of the company are:

H. B. Greening, president and managing director.

R. H. Merriman, secretary.

F. J. Maw, superintendent.

Mr. F. J. Maw is a son of John Maw, who was superintendent from the incorporation of the company in 1889 until a few years ago, when he retired from active management, but is still on the board.

MR. MONCUR MAKES A CHANGE.

Mr. James W. Moncur, who for the past five years has been connected with the E. T. Wright Co., has severed his connection with that firm and has accepted the management of the Montreal branch of the Ontario Lantern & Lamp Co. Mr. Moncur takes over the office and warehouse at 30 St. Dizier St., Montreal, where he will carry a large and varied stock of all lines manufactured by the lantern company. He retains his old territory where he has become so familiar a landmark, his ground being from Kingston east to Halifax.

STOVE DEMONSTRATIONS POPULAR

Willard Hardware Co., Chatham, have successfully conducted a cooking demonstration on Moffat Gas Ranges during the past week. Miss McIntosh, of the Moffat Stove Co., Limited, of Weston, Ont., was in charge of same.

Geo. A. Sills, Seaforth, reports a large increase in sales of the Canada Steel Range, manufactured by the Moffat Stove Co., Limited, of Weston, Ont., as a result of a cooking demonstration successfully conducted by Miss McIntosh, the firm's expert.

CROCKERY DEPARTMENT PAYS.

"The crockery department of my store is one of the best paying investments I've got," remarked a hardware merchant in a western Ontario town recently.

"We carry crockery, pottery, chinaware and glassware, because there is no exclusive china store in our village, and because we find it a splendid addition to our business. It is something that, if handled with care and nicely displayed, will attract buyers of not only those particular goods, but for others, and will gain very often new customers for other departments.

"When a shipment arrives, I personally superintend its unpacking, for I believe that money can be made by carefully handling the goods that come into the store. Occasionally a few articles are broken, but very seldom, and by using this special care I do not have those losses in breakage that some others have.

"I always kept one of my show windows for crockery, pottery, chinaware, etc., changing them regularly once a week. They are goods which always can be made to show up well, but some thought and study is necessary in order that the window will draw special attention."

How to Build Up Business in Prepared Roofing

Some Practical Ideas Gleaned from an Investigation of the Process of Manufacturing Ready Roofing and its Retailing Possibilities.

A report recently made to the Northwestern Lumbermen's Association by a committee appointed for the purpose of looking into the prepared roofing situation said: "Believing that the man who must meet the consumer fact to face," to quote from the booklet containing this report, "is in a position of far greater responsibility than the distant catalogue house salesman, who knows nothing about the consumer and cares less, whose only interest is to get the purchaser's money in advance, and convinced that prepared roofing is about the only item in the retail lumberman's stock about which he has been kept almost wholly ignorant, and further believing that there was no mysterious process necessary to the production of these goods which the retailer was not entitled to know" the directors of the association sent out a committee to visit the plants of the roofing manufacturers soliciting business in its territory, to learn what they could and present a report based on their experience.

The committee visited not only most of the leading factories but also felt and paper mills, rag sorters and importers, wholesale dealers in native and foreign asphalts, jobbers and brokers in so-called home and foreign pitches, as well as sellers of fluxing oils, and finally investigated the machinery used in making roofing felt and in saturating and coating felts. At every plant visited, it is stated, the committee was cordially and courteously received. A stenographic record was made of questions asked by the committee and replies made by managers, superintendents and chemists. Upon these interviews and the observations made and memoranda collected during the investigation, and upon information gained from the most trustworthy available sources, the report was made up.

Inasmuch as hardware merchants are giving increasing attention to the sale of prepared roofing, we give the following extracts from this interesting and voluminous report:

Catalogue Houses Getting the Business.

Don't take yourself too seriously in the matter of being the commercial chaperone of your customers. Too many retail lumbermen, honestly believing that in the long run, everything considered, good shingles make the best and most economical roof covering, have systematically discouraged the sale of prepared roofings, with the net result of giving the mail order houses an opportunity, which they have eagerly grasped, of building up their enormous trade in this community. These modern merchants cater to the public demand. They sell the people what they want. Why not the retail lumberman? Persistent advertising by the manufacturers, jobbers and the catalogue houses which have been the largest individual distributors has made prepared roofings a staple. This being the case, what does the average retailer know about this commodity, how it is made, of what materials it is composed, and the comparative merit and value of the thousand and one brands which are urged upon him, each claiming qualities and virtues not possessed by any other?

What Good Roofing Felt Is.

It must not be assumed that the absence of wool from felt is a detriment. On the contrary, the proper kind of cotton fibre makes a better felt for roofing. The prime requirement is a long absorbent fibre loosely felted. That is, a soft, tender felt. Some fibres are not absorbent—such as come from burlaps, rope, string, canvas or any other fibres that make felts of the hard kind. These hard felts should all go into tarred felt and other building papers and into deadening felts. Common straw is especially detrimental, though still used by a very few in roofing felts, and claimed by them to be good material to use.

In the manufacture, good roofing felt must be free from lumps and of uniform thickness.

All manufacturers of roofing do not use the same weights of felt. The weights used vary about as follows: 1-ply, No. 40 to 45 inclusive, weighing from 9 lbs. to 10.13 lbs. to the square of 108 ft.; 2-ply, No. 58 to 65 inclusive, weighing from 13.07 lbs. to 14.65 lbs. to the square of 108 ft.; 3-ply, No. 70 to 78 inclusive, weighing from 15.88 lbs. to 17.78 lbs. to the square of 108 ft.

While the making of the felt is by far the most expensive operation in the manufacture of ready roofing, yet no one now claims any secret process, but when it comes to the saturating and coating of the felt for roofing a few manufacturers still claim secret processes and special machines.

The Continuous Process Roofing Machine.

There are two principal processes of roof making which may be called the single and the double process. Each machine has its "talking" points, just as one shingle machine has points not found in another, but each producing about the same product—so far as use on the roof is concerned. In the double process, while the same as the single in principle, the coating is done on a separate machine from the saturating.

Waterproofing Materials.

In addition to coke-tar, coal-gas-tar, water-gas-tar and any other of the tars, there is a long list of waterproofing material which may be considered under the following heads:

1. Those extracted from non-metallic minerals as petroleum.
2. Those found in mines and in mineral lakes as solids and semi-solids.
3. Those made from animal fats and vegetable oils.

No roofing manufacturer uses any one to the exclusion of all others—indeed, it would be wholly impractical to use any one alone in making ready roofing. Further, no one uses the same ingredients constantly or in the same proportions without variation. Most of the manufacturers are constantly experimenting with new ingredients or with old ones at a new price.

Solid Asphalts from Petroleum.

In addition to being the roofer's flux, petroleum produces solid and semi-solid asphalts generally known as residuum, or what is left after distilling the crude oils

as 40 grade asphalt, Diamond, Obispo, Acme, Hercules, etc. What the residuum consists of depends on the oil.

All are very black and vary in hardness from that of butter to soft coal, but dissolve in petroleum oil or under heat.

These are often called non-metallic mineral or natural asphalts, and have been in use at least since the oldest Egyptian mummy was embalmed, for asphalt was the waterproofing used by the embalmers. The ancient name of the Dead Sea was Lacus Asphalites, from the asphalt that, arising from the bottom, was gathered and shipped to Egypt under the name of Jews' Pitch or Hajar Moura, meaning Moses' Stone.

Before ready for use as roofing saturation, no matter whether animal and vegetable pitches, or the non-metallic mineral asphalts are used, they must be put in cooking vats with, in most instances, varying proportions of oil and sometimes other ingredients, and the whole cooked at a high temperature. A very few manufacturers use wax tailings instead of oil.

(To be Continued.)



W. G. Weichel, M.P.

THE LITTLE BLUE FLAG

Lowe Bros., Ltd., are supplying Canadian retailers with copy of their house organ, "The Little Blue Flag." The book contains many interesting articles on paint subjects, together with suggestions for window displays and ideas for pushing seasonable lines.

HONORING ALEX. L. YOUNG.

Mr. Alex. L. Young has severed his connection with the Aikenhead Hardware Co., Toronto, to become Canadian representative of Henry Hope & Sons, Birmingham, England, manufacturers of Hope Steel Sash. He will have offices at 45 King St. West, Toronto.

Mr. Young came with the Aikenhead firm as a boy 26 years ago. During that time he has built up a good business connection and is well able to represent Messrs. Hope & Sons.

On the eve of his departure, the heads of departments of the Aikenhead firm met in the King Edward Hotel, and after banquetting Mr. Young, Mr. S. T. Sheppard, on behalf of the firm, presented him with a gold watch, locket and chain.

The evening was pleasantly spent in speeches and songs, the latter rendered by Messrs. Lytle, Roberts and Dadd. If Mr. Young has all the success he was wished, he will indeed climb to the top of the business world ladder.

TRAVELLING SALESMAN WANTED

Strong, forceful Salesman wanted for high-class paint proposition. Only those need apply who have an extensive connection in Western Ontario. Would consider former retail hardwareman with several years' experience as proprietor. Application considered confidential.—LOWE BROS., Limited, 261 King Street West, Toronto.

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Quality sells our Glass

When buying Window Glass, see that you get the world-wide brand

BRITISH GLASS P.B.

Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL TORONTO
WINNIPEG VANCOUVER

Works:—St. Helens, England

Paint and Varnish Trades

WHERE THE DEALER COMES IN.

Written for the Journal by C. M. Lemperley.

This is the day of selling over the counter. The move in every line of business at the present time is toward the great direct route—manufacturer, via dealer, to consumer. Legitimate trade is tending this way, as manufacturers realize that their goods offer a profitable income to the dealer, and when they are the right goods everybody profits by their being handled through the dealer. The manufacturer profits because in this way he gets distribution—that much-sought garden of profit to him. The dealer benefits because his profit on established lines of paint and varnish is a fair one and with the co-operation of the manufacturer to back him up, he brings other trade to his store than paint trade. The consumer profits because, right in his own locality, he can step into the dealer's store and say: "Give me some of Blank's paint," thus saving him time and inconvenience in getting the paint he really prefers for his work.

But the chief good comes to the dealer, and why? Why should he spend his time and give his store space to the exploitation locally of a national line? Why should he pay for newspaper advertising to tell the people in his town that he is the agent for Blank's paint, when the manufacturer might pay for it? Why should he give his energy to pushing goods that are made five hundred miles away from his town by great corporations?

The dealer who takes this attitude isn't the well-rounded, thoughtful, progressive merchant.

In the first place, where would the dealer be if there were no manufacturers willing to entrust their lines to him for satisfactory distribution? Do you stop to consider that a manufacturer such as Blank selects one dealer out of a possible fifty as the right man to represent him and his goods? It is a source of satisfaction for any dealer to feel that he has been Blank's choice in his town.

In the second place, what dealer could possibly bring about the persistent demand for some local paint or varnish he might make or finance, that is created constantly by the great manufacturers who push business toward the dealer in countless ways? It stands to reason that the manufacturer is entitled to some leeway when we consider the business he actually places at the doors of his dealers, ready to be cashed in and a good profit netted.

Thirdly, a dealer could spend a thousand dollars in local newspaper advertising, telling about some unheard of brand of paint in which there might be a larger profit than the better known brand. But the better known brand really sells itself. For a far less amount of money, the dealer can advertise a well-known brand of paint or varnish and get results that will pay for the space in a few days' time. Such goods are in demand and only need slight pushing to sell rapidly in most any locality. The manufacturer often pays more for electrotypes than the dealer does for space and the express charges on the plates are far in excess of the space in some cases, where a cheap newspaper rate prevails. Yet there are many dealers who claim the manufacturers have their own electrotyping plants and can turn out electros rapidly and cheaply in large quantities. This is untrue. The average manufacturer of paints and varnishes is obliged to have his electrotypes made outside, the same as any customer, and his prices seldom come under the regular scale which holds good throughout the States and in Canada.

Lastly, nine-tenths of the dealers in paints and varnishes would fail if the manufacturers were not back of them. It is the universal law that the source of supply must be back of the public demand, and if this fails, the demand will seek other means of satisfying itself.

The people are demanding better paint and varnish and some manufacturers are giving it to them. The farmers, the property owners, the housewives and the owners of large city buildings are insisting that their paint and varnish shall be So-and-So's and no one else's. Who benefits? Not just the manufacturer; no. The dealer and the painter as well get their share of the business.

Think of the large orders for wall finishes, concrete finishes, stains, varnish, etc., that are placed every little while through dealers, to be used on large operations requiring thousands of gallons of finishing material. Who gets the profits? The manufacturer does and should get some. But the dealer isn't asleep on the job, as you well know.

The farming sections with their improvements in buildings and their constant progress are looking to the dealer to supply their wants.

Every dealer should feel, and feel rightly, that the true plan of merchandising is through his store. The great system starts with the manufacturer, flows through the dealer and ends with the satisfied consumer. The dealer has a right to this business. He is the logical man to do business in his home town and no outside concern should be allowed to wrest from him the privilege of local representation for national lines unless the townspeople have a kick coming on service and goods.

I believe the day is here when the dealer is satisfied with the plan of things and the other powers of business are co-operating with him more than ever before.

The old day of unsystematic merchandising has passed. To-day there is a straight clear track from the shipping rooms of the manufacturers to the consumers, with your store as a station. Nothing could be more direct, more lawful, more ideal.

If the dealer feels that he has a grudge against the manufacturer or that the policy of handling only the best paints and varnishes is a poor one, let him travel through the Dominion, or through the States and look into the situation. He will find that the dealers who are prosperous and satisfied are the ones who are handling and pushing the better grade goods. Such goods are in demand—their makers are well known and respected, and the local agency brings the dealer prestige and business.

The dealer's day is here.

HOW COLORED WALLS ABSORB LIGHT.

A few months ago Gas Logic of New York printed an article stating that an estimate had been made that $33,000,000 was wasted annually through the loss of gas, and that much of this waste was due to dark wall papers and hangings. The daily newspapers very generally took the matter up. The New York Tribune recently said: "The tendency in the season's new wall papers is toward plain effects and light tints, and some of the best wall paper houses are urging the use of white papers in first-floor rooms. There are pretty, creamy stripes, that can be used with excellent results. It is gratifying to know that wall-paper men realize the advantage of light walls. Many houses have but one or two windows in a room, and are dark and gloomy if treated with a heavy paper. A dark paper absorbs the light." On the same subject the Evening Telegram of New York said in part: "In selecting paper hangings their color is an important factor as influencing the degree of light that prevails in a room, and is very clearly related to the economic use of artificial illumination also." Following is a table prepared by Dr. Louis Bell showing how the light is absorbed by various papers:

Kind and Colors of Papers	Absorption Factors
Ordinary Foolscap Paper.....	30 per cent.
Orange Paper	50 per cent.
Yellow Wall Paper	60 per cent.
Light Pink Paper	64 per cent.
Light Blue Paper	75 per cent.
Brown Paper	80 per cent.
Blue-Green Paper	88 per cent.
Deep Chocolate Paper	96 per cent.

A MODEL PAINT PLANT.

The new factory of Lowe Bros., Limited, on Sorauren Ave., Toronto, is nearing completion. At present the builders are up to the second storey and it is expected that the roof will be on by November 8th. This building is of concrete and is constructed on the cantilever principle, the first of its kind in Canada. When fully equipped it will be one of the finest paint manufacturing plants in the country.

CHANGE OF FIRM NAME.

The Canada Wire Goods Mfg. Co. announce a slight change in the firm name, which hereafter will be known as Canada Wire and Iron Goods Co. The change is for the purpose of better designating their lines of manufacture and incidentally to break the similarity of their name with other manufacturers in Hamilton. There has been no change in the management, which consists of Wm. Holmes and Alexander Donald, who have been long connected with the wire industry.

The principal lines manufactured by this company are double grimped wire cloth of all grades, coal and ore screening, perforated metals, metal clothes lockers, ornamental wire and wrought iron office and bank railing, grilles in all finishes, and general wire work.

This firm specializes in all classes of prison work, and have completed some large contracts, both municipal and provincial. At the present time they are engaged in fitting out the new county jail being erected at Guelph. Their steel cells for villages and towns are known throughout Canada. The plant of the Canada Wire and Iron Goods Co. has been enlarged during the present year fully one-half of its former capacity, resulting in a greatly increased output.

This company are just about to issue a new general catalogue. A postcard will bring it to you.

The company's agents are: R. A. Ogilvie, P.O. Box 856, Vancouver, B.C.; J. S. Parkes, 446 St. Paul St., Montreal, Que.; D. Phillip, 291½ Portage Ave., Winnipeg, Man.

FURNITURE SHOES AS A SIDE LINE.

A Toronto departmental store has a counter in its paint department where it features wax for hardwood floors along with sliding furniture shoes for furniture in rooms where hardwood is used. Of course, the shoes are used on carpets and soft woods—where they are needed even more than on hardwood, but the idea of featuring wax and furniture shoes together is a good one.

Peart Bros., Regina, recently put in a stock of over $100 worth of furniture shoes and Comer Bros., Calgary, ordered a similar quantity. These western firms make it a point to canvass the local hotels, hospitals, etc., for orders.

John Bailes & Son, Oshawa, recently fitted all the furniture in the McLaughlin Carriage Company's offices with furniture shoes, and W. L. Allan & Co., Cobourg, supplied the British Hotel in that town with sliding shoes.

There's a good chance in every Canadian town for some one to push these goods.



Window Display of "Chi Namel" in E. Harris & Co.'s Store, Toronto.

SILVERWARE FOR MR. GROSE.

Mr. W. T. Grose, the Montreal manager of the Ontario Lantern & Lamp Co., has resigned his position as eastern representative on account of ill-health. Mr. W. H. Ginder, the President, presented Mr. Grose, on behalf of the company, with a handsome piece of silverware suitably engraved, as a slight token of the company's appreciation of Mr. Grose's hard work during the past three years.



TALKS ON PAINT SELLING

No. 2

Many paint dealers are not making the most of the tremendous opportunities presented by the combination of a well-known and complete line handled on the Agency System.

In ordinary retailing distribution is general and scattered. In the Agency System it is concentrated and the manufacturers and the dealers have a scope for close and united effort not otherwise possible. This is the great difference that so many dealers have overlooked. Those who have seen their advantage have secured a profitable share of the paint and varnish business in their territories.

The Sherwin-Williams Co. has developed the Agency System to its greatest possibilities by a two-fold plan: First, it has pursued a method of publicity that has made its name and products as familiar to the consumer as Pear's Soap or Beecham's Pills; secondly, its dealer policy is strict co-operation and a constant attitude of helpfulness with every individual agent to assist him to develop his territory along the right lines.

We have made the subject of store advertising a special study, because we realise that the closer the store is identified with our general publicity, the greater is the effect in compelling public attention and confidence. The success of the S-W policy is forcefully demonstrated by the increasing number of S-W Agencies everywhere.

Let us explain our plan in detail and you will see the real possibilities of a successful Sherwin-Williams Agency.

THE SHERWIN-WILLIAMS CO.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

Don't Wish for more Business but Win It

Backbone beats **Wish-bone** in business every time. The man who is always *wishing* for success but *does nothing* to *win* it never get very far.



Business usually goes to the man who puts out the best bid for it. High quality is a bid that brings business — because high quality is safe — it meets high expectations. Everyone expects the goods he buys to be right — it does not pay to disappoint that expectation. no customer will ever be disappointed with

Martin-Senour Paint
100% PURE

No matter how high their expectations may be pitched, it meets the most exacting requirements. If you want to put out the best bid for business, Mr. Paint Man, get Martin-Senour Paints — they will give you the backbone to go after the best trade in your town and *win it.* Write today — let us tell you how we help our dealers.

THE MARTIN-SENOUR CO., Limited

Pioneers of Pure Paint

MONTREAL **CHICAGO** **WINNIPEG**

Canadian Trade News

BUSINESS CHANGES.

Ontario.

Dunnville.—S. S. Moote has sold out.

Thamesville.—W. S. Everitt has sold out.

Oshawa.—De Long & Isaac have dissolved partnership.

Hespeler.—J. R. Gordon has sold out to Morris Brewster, formerly of Milan, Wash.

Seaforth.—McIntyre & Edge have dissolved partnership, H. Edge continuing alone.

Cochrane.—The Geo. Taylor Hardware Co., have opened their branch store.

Haileybury.—Wm. H. Wilson has moved to Aura Lake, Ont.

Chatham.—J. Watt & Son, plumbers, have changed the firm's name to Watt Heating & Plumbing Co.

Fingal.—Wm. Page sold out to S. Turner.

Marlbank.—J. M. Baker has opened a store.

Tweed.—The Steel Trough and Machine Co. has opened a showroom uptown.

Manitoba.

Cypress River.—C. A. Hamilton succeeded by Thos. Millard & Son.

McAuley.—H. Parker succeeded by Stewart & Miller.

Russell.—Alf. Webster, hardware, has purchased a store at Montmartee.

British Columbia.

Armstrong.—E. M. Crooker is reported to be discontinuing.

Keremeos.—Keremeos Hardware Co. reported discontinuing.

Prince Rupert.—The Acme Plumbing & Heating Co. has been sold to Smith & Mallett.

Chilliwack.—R. Denmark, hardware, has purchased a site and will erect a new building.

Kelowna.—The Kelowna Hardware Co. are now carrying pianos, organs and sewing machines.

Saskatchewan.

Allan.—M. J. Curtin succeeded by Klotz & Goetz.

Montmarte.—Detremanden & Co., Limited, succeeded by Webster & Lowther.

Langham.—Moore & Camroux are negotiating sale of business to C. C. Penner.

North Battleford.—Spragg & Hubbs have dissolved.

Elstow.—There is a good opening here for hardware. Apply Board of Trade.

Fillmore.—C. J. McLaughlin succeeds D. D. Campbell.

Atwater.—D. R. Williams has opened a store.

Rhein.—The Rhein Hardware Co. will add a line of furniture.

Sturgis.—F. M. Nichol is opening a store.

Briercrest.—W. W. Douglas has started in the business.

Alberta.

Edson.—D. M. Leyden, of Granum, is opening a branch here.

Calgary.—H. J. Masterson has opened a hardware store.

Blackfolds.—E. Wideen is advertising his business for sale.

Edmonton.—Blake Bros. have opened a store.

Big Valley.—G. W. Davidson, grocer, has added hardware to his stock.

Vegreville.—The St. Paul Mercantile Co. has purchased the business of M. Bertrand.

Lethbridge.—Western Canada Agency, Ltd., hardware jobbers, have increased their capital to $150,000.

Spruce Grove.—J. Brox has opened a store.

Medicine Hat.—McPherson Bros. have opened a hardware store.

Hill Springs.—John B. Merrill has started in hardware.

Stavely.—J. F. Crumley has bought the hardware business of L. A. Ostrum.

Red Deer.—The Day Hardware Co. have added a line of plumbing supplies and tins.

Cardston.—The Alberta Lumber & Hardware Co. have sold out to the Pioneer Lumber Co.

Ryley.—There is an opening here for a good hardware dealer. Write Board of Trade.

Alix.—R. F. Sanderson is adding a stock of furniture.

Edmonton.—Ross Bros. had a small fire.

Chin.—Jno. Haibeck has opened a store.

Bawlf.—J. A. Kirkpatrick & Co. succeeded by B. A. & P. O. Paulson.

HARDWARE TRADE HAPPENINGS.

Mr. Blair, of the Kerrisdale Hardware Co., Kerrisdale, Man., has transferred his interest to T. H. Latimer. The business continues under same style.

The McClary Manufacturing Co. are putting up an addition to their plant at London.

The Hobbs Manufacturing Co., London, are adding a 50 x 100 feet addition to their factory.

L. A. Leavens, Welwyn, Sask., is erecting a new store 60 x 22 feet.

Peart Bros., Limited, Regina, have purchased the site of the International Lumber Co. at Swift Current at a cost of $335,000. It is reported they will start a large retail hardware business.

Provincial charter has been granted to the Dominion Paint Works, Limited. Capital stock, $50,000. Head office, Walkerville, Ont. Frank W. Davis, New York City; Tom R. Wyles, Chicago; Pearce D. Whatley, Detroit; Jas. V. Oxtoby, Detroit, and Noble A. Bartlett, Windsor, are the provisional directors.

It is rumored that Vancouver will soon secure a branch of the Marshall-Wells Hardware Co.

Louis Dutil has taken over the Crow's Nest Pass Hardware Store at Blairmore.

T. S. Simms Co., St. John, N. B., had a small fire.

John Glover, Aylmer, Ont., has improved the appearance of his store by lowering the front entrance to a level with the sidewalk.

Jas. Simmonds, Limited, is the new name for James Simmonds & Co., Dartmouth, N. S. The firm will open a store in Halifax.

The store of Denmark & Barton, Chilliwack, B. C., is being entirely remodelled. The front of the store is illuminated by two 150 and two 60 candlepower lights.

Oscar Vretzky recently opened up a hardware, furniture and crockery store at 845 First Street, Edmonton.

Mr. George W. Brake and H. V. Brake, brothers, from Petrolia, Ont., opened up a hardware store on September 23rd at 1220 First Street, Edmonton.

L. R. Greene, Cleveland, advertising manager of the Sherwin Williams Co., addressed the members of the Toronto Ad. Club at their recent meeting.

The Canada Hardware Co. has been granted provincial charter, with a capital stock of $50,000.

Building a business is more than manufacturing, advertising, and selling—it is life.



BORN 1862

With confidence in themselves, backed up by the determination to make paints and varnishes, that would give best results under all conditions, Lowe Brothers entered the business world as Paintmakers and Varnishmakers.

With a firm belief that quality is the basis of true success and lasting prosperity, Lowe Brothers nailed the "High Standard" flag to the mast head at the beginning, and through all the vicissitudes of the years that followed, never deviated from that principle—that flag has stood for all that was worthy in paint and varnish.

Quality has been the watchword—always better year by year as improvements in process and machinery as well as increased knowledge made it possible, raising the standard higher and higher.

Then behind that ideal there is something unique which supplies the true reason why "High Standard" paints of performance and "High Standard" varnishes of endurance give best results. It is something more than good ingredients—more than careful milling—more than formulas—yes, more than brains.

It is the spirit of the organization ("Esprit de corps")—the personality of the principals inspiring the best efforts of every employee—all working together for "High Standard" with a loyalty to "The Little Blue Flag" that keeps it waving high above competition.

The same spirit—the significance of "The Little Blue Flag" will prevail in the Canadian Organization—striving always to merit in Canada the same confidence in Lowe Brothers products and business methods that exists in the United States.

The Brotherhood of "H. S." Dealer-Agents is now being organized in Canada. The passwords Quality, Quantity, Promotion and Profit unite to make it attractive—but that's another story. You will hear more about that later. Meanwhile, if you realize you ought not to wait, a request from you will bring a representative to your store, who will make clear to you the advantages of the "High Standard" agency.



Temporary Office: 261 King St. West, Toronto



Positive Direct Results

are what every dealer wants. They are the outcome of quality goods, backed by push and effort.

The Minerva Paint

proposition fulfils these requirements and should interest all aggressive dealers. Write to-day for information.

NOTE—Reproductions represent a few of the features we employ to help the dealer.

PINCHIN - JOHNSON & CO.
(Canada) LIMITED
377 - 387 Carlaw Ave., TORONTO
Established in England in 1834

Market Situation

METAL MARKETS.

A very good business is being done in all lines, but nothing startling has happened. Buyers are not inclined to book very far ahead, and the prevailing slackness in the United States is causing lack of confidence in the future. Conditions over there are still very bad, and although reports coming to hand are more encouraging than they have been for some time, the outlook for improvement in the States is not promising.

Canadian metal jobbers are receiving good orders from the steel mills, but prices are so low, the margin of profit is small.

Spelter is in excellent demand, and the price has gone up one-half cent a pound. The present price is $6.75 a cwt.

Tin has been fluctuating regularly of late. During the past couple of weeks it has gone up one and one-half cents a pound, and jobbers are now quoting from 45 to 46 cents. It is still in the hands of speculators.

Copper has been in active demand of late, but the market is so irregular, a great many consumers are simply buying from hand to mouth. We quote 13½ cents per pound for casting ingots.

The lead shortage is very acute, and prices are likely to go higher. Some of the leading producers are sold out for the rest of the year. Quotations are $4.25 per 100 lbs. for imported pig.

There is practically no change in sheets and plates. The demand has been quite active, but orders for next season deliveries are not as yet being placed. The railway and dock strikes in the Old Country delayed some shipments, but stocks are in fair condition.

Pig Iron is being handled in moderate quantities on account of the unsettled condition of the market.

HARDWARE MARKETS.

Trade has been up to the usual volume since the opening of the fall season, and travellers are meeting with good success on all seasonable lines.

An advance is reported on Sheffield and German cutlery, on account of higher cost of manufacturing. Both the English and German Governments are insisting that all factories conform to the law that machinery be installed to carry off the dust and give perfect ventilation, thus insuring better health for the workers.

During the past couple of weeks, American manufacturers of wire and wire products have been quoting very low prices on some lines, but as these are not in consumption at this season, there is no disposition on the part of the jobbers or retailers to place orders.

Sporting goods are having a good run. The most active demand is for rifles and ammunition. Some difficulty is being experienced in securing deliveries of the latter. In spite of the fact that the Dominion Cartridge Co. have enlarged their plant one-third this year, they are finding it difficult to fill orders promptly. The Canadian-made Ross rifle is also winning more favor with sportsmen than in former seasons. Skates, hockey sticks, footballs, and other accessories are in good demand.

Winter goods, such as lighting supplies, horse blankets, lanterns, sleigh bells, etc., are being ordered freely. Dealers in the North country are sending down many good orders for lumbering supplies and prospects are bright.

Builders' hardware is still in very active demand, particularly in the cities. All over the country, building has been particularly brisk this summer, and now that operations are coming to a close, dealers are experiencing a good trade in door handles, locks, mantles, etc.

For the past three months, the Journal has predicted that there would probably be a stove shortage, and dealers were advised to place orders early. Those who have delayed ordering until the goods are needed will experience difficulty in securing delivery. Manufacturers have had to eat into their reserve stocks and, in many cases these are almost depleted, a very unusual condition so early in the fall. In spite of the fact that foundries are running day and night, and are employing every available man, they cannot build up stocks. If the present mild weather continues, it will help the manufacturers a lot. A mild October and a cool November would suit both manufacturers and retailers. Furnaces also have had a record year. All other goods for the kitchen are still having a good run.

A good building trade all over the country has maintained an excellent demand for wrought iron pipe. In spite of the poor condition of the American market, prices have held up well, but may take a drop now building activities are coming to a close.

PAINT AND OIL MARKETS.

Trade in prepared paints has held up unusually well this Fall, particularly in white lead, prepared paints, varnishes, turpentine, and miscellaneous lines.

White lead has taken another advance of 15 cents, and Elephant genuine is now quoted at $6.70 in ton lots. B. B. genuine is $7.55. Great difficulty is being experienced in getting supplies, owing to the war situation in Southern Europe, which is causing all lead markets to strengthen.

Linseed oil has taken another jump, and is now quoted at $1.05 for raw, and $1.08 for boiled, in barrel lots. The market is in a very firm condition. Reports from United States are quite favorable, except in the Western districts, where the flax crop is below the average. This has caused buyers from that country to purchase seed in the Canadian Northwest, where the crop was plentiful, and prices have remained steady. A further rise is considered probable.

Turpentine has advanced three cents per gallon, and is now quoted at 75 cents per gallon, but the demand is not very heavy, owing to the fact that large stocks were purchased when prices were low in September.

Window glass is scarce and higher in price, prices being advanced owing to the inability of importers to secure deliveries of stocks ordered last spring. In fact glass which should have arrived in June is still undelivered, and in view of the remarkable building activity throughout Canada, the scarcity is being felt now, and will be even more noticeable after the close of navigation.

Putty has been in good demand, and is very firm in price as a result of the high cost of linseed oil.

G. A. Binns, Newmarket, supplied his customers with a pair of match-safes mounted on a heavy card containing a picture of his store, instead of a calendar for 1911. His Christmas trade was especially good in the better class of mechanical and electrical toys. "The Library Voting Contest being conducted at Newmarket," writes Mr. Binns, "has been the best advertising scheme we ever went into. Of course it could have been done much cheaper had we gotten the thing up ourselves, but we always have to pay for some one else's brains."

M. Weichel & Sons, Elmira, supplied their customers last year with a handsome enamelled tray. Two weeks before Christmas they announced that the trays would be distributed at the store to customers, and nearly 2,000 out of the 2,600 were distributed by Christmas Day. The tray contained no advertising whatever, beyond a sticker entitled, "A Souvenir from Weichel's," and wishing the receiver the compliments of the season. Coming at a time too, when other retailers were giving away calendars, the tray caused considerable talk, and the firm were well satisfied with their experiment.

Myers Wringer Co., Mohawk, N.Y., are introducing the Myers Mop Wringer, the pail being made of malleable iron, stand being equipped with casters.

Patterns for the Tinshop

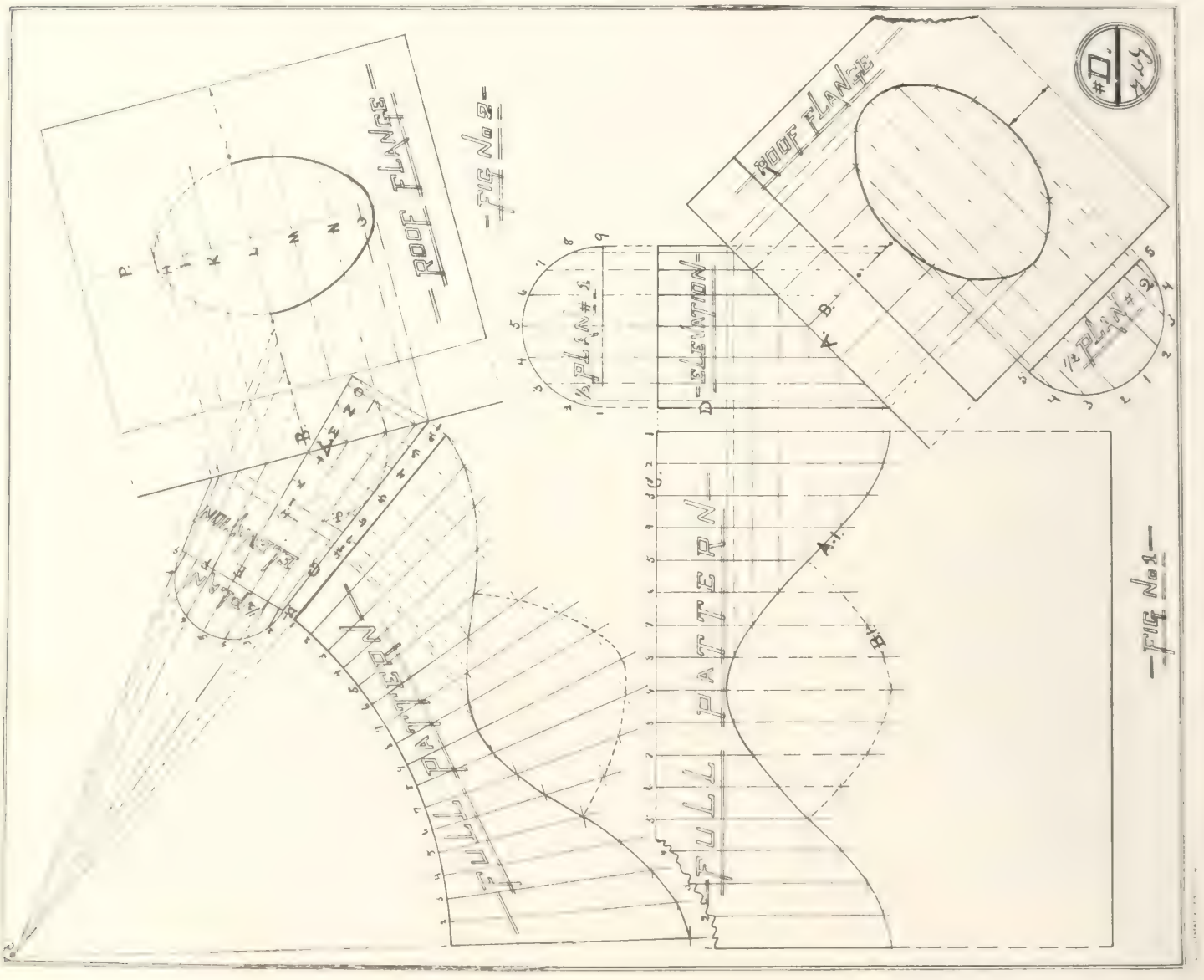
Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

ROOF FLANGE.

Fig. No. 1 represents a pipe intersecting a pitched roof. Line A represents the roof line and A, B, represents the ridge of a roof with roof flange. First draw elevation and one-half [illegible] and space same into a number of equal parts as shown by 1 to 9. Next draw stretchout line C, and place on same twice the number of spaces as shown in one-half plan No. 1. Next draw indefinite lines from all points on stretchout line C, at right angles to line C. Now place T square parallel with line D; draw lines from all points in one-half plan No. 1, intersecting roof lines A and B. Next place T square parallel with line C; draw lines from all points on roof lines A and E, intersecting lines of corresponding numbers in stretchout; draw lines through the intersecting points will give the patterns required, the dotted line B, 1, shows pattern for ridge of roof and solid A, 1, is pattern against side of roof. For pat[illegible] of roof flange place T square parallel with line B draw lines from all points on line A, indefinitely. Next draw one-half [illegible] and space same as plan No. 1. Place T square parallel with line A; draw lines from all points in one-half plan No. 2, in points will give pattern for hole.

Fig. No. 2 shows a tapering collar intersecting a pitch roof. Line A shows the roof line. If collar is wanted to set on the ridge of roof, then lines A, B, will show the ridge line. First draw elevation and plan as shown; set compasses the distance of line C, D, and strike sweep, placing on it twice the number of spaces as shown in half plan 1 to 9; then using C as center draw lines indefinitely from all points on stretchout line D; place T square parallel with line E; draw lines from all points in half circle of plan intersecting line F, using C as center, draw lines from all points on line F, intersecting lines A, B; now place T square at right angles to line E; draw lines from all points on line A, intersecting line G. Next take C as center, strike sweeps from all points 1 to 9, on line G, intersecting lines of corresponding numbers in stretchout. Draw line through intersecting points will give full pattern as shown.

To make the pattern hole of roof flange, place T square parallel with line B; draw lines from all points on line A indefinitely. Next draw modified section J, by drawing a line through the intersecting points, using line P as center, take the lengths of lines H, K, L, M, N, O, and place them on line P and draw line through the intersecting points will give pattern of hole for roof flange.



Will You Judge This Two-coat Combination Yourself?

May we send you, without cost to yourself, sample on wood of our

Two-Coat Combination

Standard Turpentine Shellac and G. P. Hard Oil Finish

Examine it carefully. Note the splendid surface and supporting properties of **Standard Turpentine Shellac.** Look at the semi-flat finish it gives, see how it does not raise the grain of the wood, and you'll agree there is nothing like **Standard Turpentine Shellac** for first coating open-grained or paste-filled woods.

Used with our **G.P. Hard Oil Finish** a truly remarkable effect is obtained in our two-coat combination.

These are only two of the famous International Line.

Get details of our full range of varnishes.

All Standard Varnish products are put up in Full Imperial Measure Cans ONLY.

Made by the

INTERNATIONAL VARNISH CO. LIMITED

CANADIAN FACTORY OF STANDARD VARNISH WORKS

TORONTO **WINNIPEG**

85F

M-L Paints



Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line. Get particulars from—

Imperial Varnish & Color Co.
Limited

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg **524 Beatty St., Vancouver**

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & CO., Limited
MONTREAL
Managers Canadian Branch

Your Methods Determine Your Profits

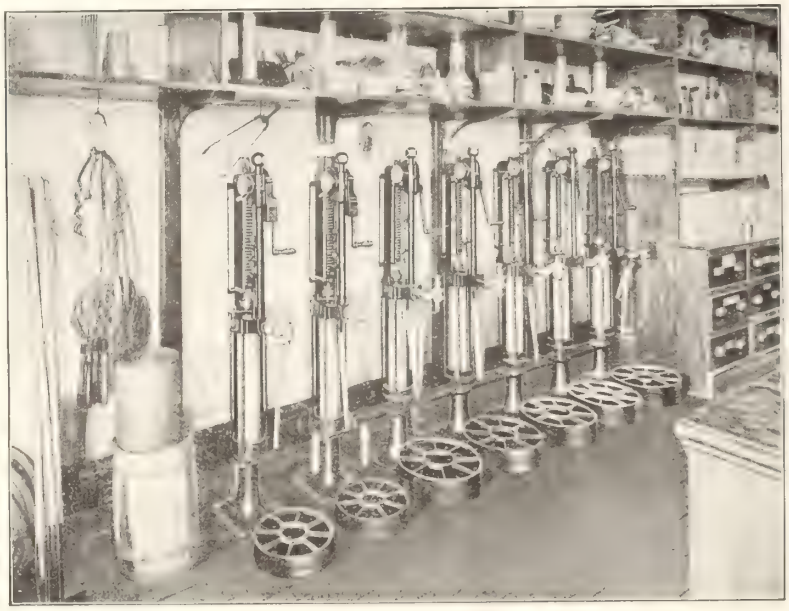
PARTICULARLY IN THE PAINT OIL BUSINESS

Did you ever see a paint oil department where the oils are kept in cans or barrels that was not oil soaked and smeary?

Just think of this—it is your profit that pays for the oil that soaks the floor—your profit that pays for the oil that runs over the measure or drips out of a leaky faucet. Every cent wasted in any store is just that much lost profit.

The Bowser Paint Oil System

will prevent all this waste and give you ALL the profit. It keeps your store clean and invites patronage.



This cut was reproduced from a photograph of a system installed for Mr. Samuel Hobbs, 1434 Queen St. W., Toronto

This system handles:

Canadian Coal Oil
American Coal Oil
Raw Linseed Oil
Boiled Linseed Oil
Turpentine
Gasolene
Benzine

Safely and Profitably

This System Means More Profit for the Owner

Can you afford to waste your profit when a small investment will remove all loss and reduce your fire hazard?

Read this advertisement and then go back and look at your oil department—couldn't it be improved?—wouldn't it be more convenient and profitable to measure your oil with a Bowser Self Measuring Pump without funnels or measures?

Now drop a card for our free book No. 5N which illustrates the complete line.

S. F. BOWSER & CO., Incorporated

66-68 FRAZER AVE., TORONTO, ONT.

PREVAILING MARKET PRICES.

Toronto, October 16th, 1911.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20
Antimony, per lb. 0 08¼
Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23
Copper ingots, casting..... 13¼
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21
Black Sheets, 28 gauge base, Toronto 2 80
Montreal 2 40
Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30
Galvanized Sheets, English brands.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge	4 00	4 25

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 70
Galvanized, base, 1 inch.. 6 35
Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers, 60; flanged unions, 65; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.
Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel,	2 15 2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig	3 95
Imported pig, 100 lb. ..	4 25
Bar pig	5 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb.,	24½ 26½
Spelter, foreign, per 100 lb.	6 75
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb...44 00	46 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35
Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00
Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00
Tinned Iron.
72x30 up to 24 gauge, case lots..... 7 25 7 35
72x30 up to 26 gauge, case lots 7 85
Scrap Metal, Dealers' Buying Prices—
Heavy Copper and Wire lb. 11¼
Light copper bottoms ... 09¾
Heavy red brass 10¾
Heavy yellow brass 08½
Light brass 06½
Tea lead 02½
Heavy lead 02¾
Scrap zinc 0 04
No. 1 wrought iron 10 00
Machinery cast scrap, No. 1 .....14 50
Stove plate 13 00
Malleable 9 00
Miscellaneous steel 6 00

PAINTS AND GLASS.

Brushes, 75 per cent.
Barn Paint, barrel lots—
Gallon tins 0 80 0 85
Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09
Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05
Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25
Paris Green—

	Toronto
Barrels, 550 lbs.	0 17
Drums, 50 and 100 lbs.	0 18¼
Packets, 1-lb.	0 20¼
Tins, 1-lb., 100 in case	0 21¼

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty—	1st.	2nd.
Bulk in casks 2	35	2 00
Bulk 100 lb. drums.2	55	2 20
Bladders in barrels.2	75	2 40

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00
Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25
Shingle Stains—
In 5-gallon buckets..... 0 95
Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 75
Linseed Oil, single barrel, raw 1 05
Linseed Oil, single barrel, boiled 1 08
Rosin, "G" grade, bbl. lots, 100 lbs. 3 60
Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70
White Lead ground in oil—tons:
B. B. genuine 7 55
Elephant genuine 6 70
Other brands .... 6 65 to 6 80
White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 09½
Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 30 and 5 p.c.
Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾
Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.
Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.
Forges—
Blacksmith's portable, 135 lbs., ... 9 85
Horse Nails—
$2.80 per box base No. 9 and larger.
Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." feather-weight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.
Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.
Annealed Wire, base $2.35.
Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.
Clothes Line Wire—30 p.c.
Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
[illegible] new list.
[illegible] and stove [illegible] 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
[illegible] all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 45 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavestrough
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz 5 00
Tinners setting, ½ lb., doz 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
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Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
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Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian, 45 and 10 p.c.

Mallets—Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine
[illegible] 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
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Jute 0 09
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Lath Yarn, double ... 0 08½
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Wrapping, cotton 4-ply twine 0 30
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Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 75
Mrs. Potts, No. 50, nickle-plated, per set 0 80
Mrs. Potts, handles, japaned, per gross 8 40
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Common, plated 5 50
Asbestos, per set 1 50

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Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and [illegible]

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

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Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 to 75 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
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Premier steel ware, 40 per cent.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pierced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 35 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

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Eze, 10 in., per doz. .. 46 75
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Trojan, 12 inch 100 00
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Favorite, 5 year, 11 inch. 61 75
20 per cent.

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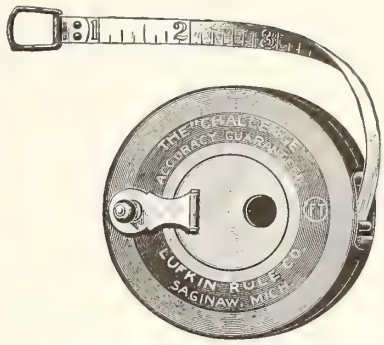


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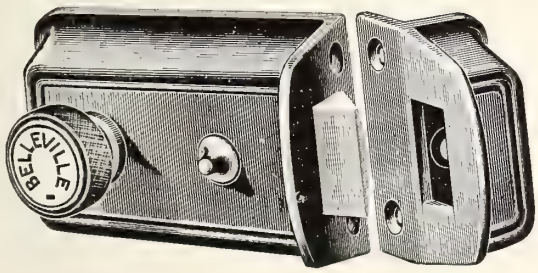
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BELLEVILLE, CAN.



The Early Morning Shave

is now made a Comfort and a Delight. Pike Strop-Hone users are multiplying daily and every man that's using one is telling his friends about it. Every one sold is sure to sell a dozen more. As a dealer, why not come along with us and share some of the profit?

Pike Mfg. Co., Pike, N.H.

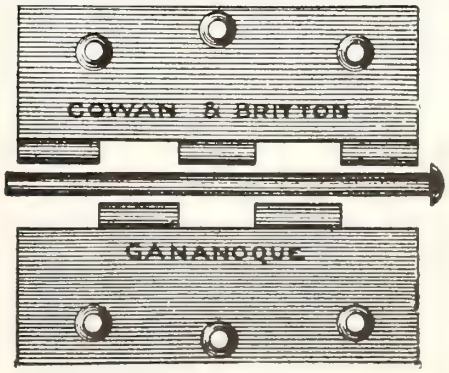
COWAN & BRITTON
HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - GANANOQUE, CANADA

Western Representatives { D. PHILIP, 291½ Portage Ave., Winnipeg.
R. OGILVIE, P.O. Box 1259, Vancouver, B.C.



Look for the above brand

Balancing the Day's Business



WITH the National Cash Register you get a positively accurate and complete balance of the day's business *quicker* than with the best cashier, bookkeeper or other system you could employ.

Your National tells you more about your business than any cashier could and you get the information first hand.

The "Secret Total" counter tells you the exact amount of cash received. By deducting this from the total amount paid out, as shown by the "Paid Out" counter, you know exactly the amount that should be in the cash drawer.

Separate adding wheels show you the totals of Cash Sales, Charge Sales, Money Received on Account and Money Paid Out.

The sales strip furnishes you with an itemized record of every transaction made during the day. You know how many customers each clerk waited on, the amount of each clerks mistakes, and know the exact condition of your business every night.

Over 1,000,000 National Cash Registers have been sold. Prices as low as $13.00.

Ask our representative to call and explain the new "Get a Receipt" plan

The National Cash Register Company

Canadian Factory at TORONTO
Offices in principal cities

F. E. MUTTON, Manager for Canada
285 Yonge Street, Toronto

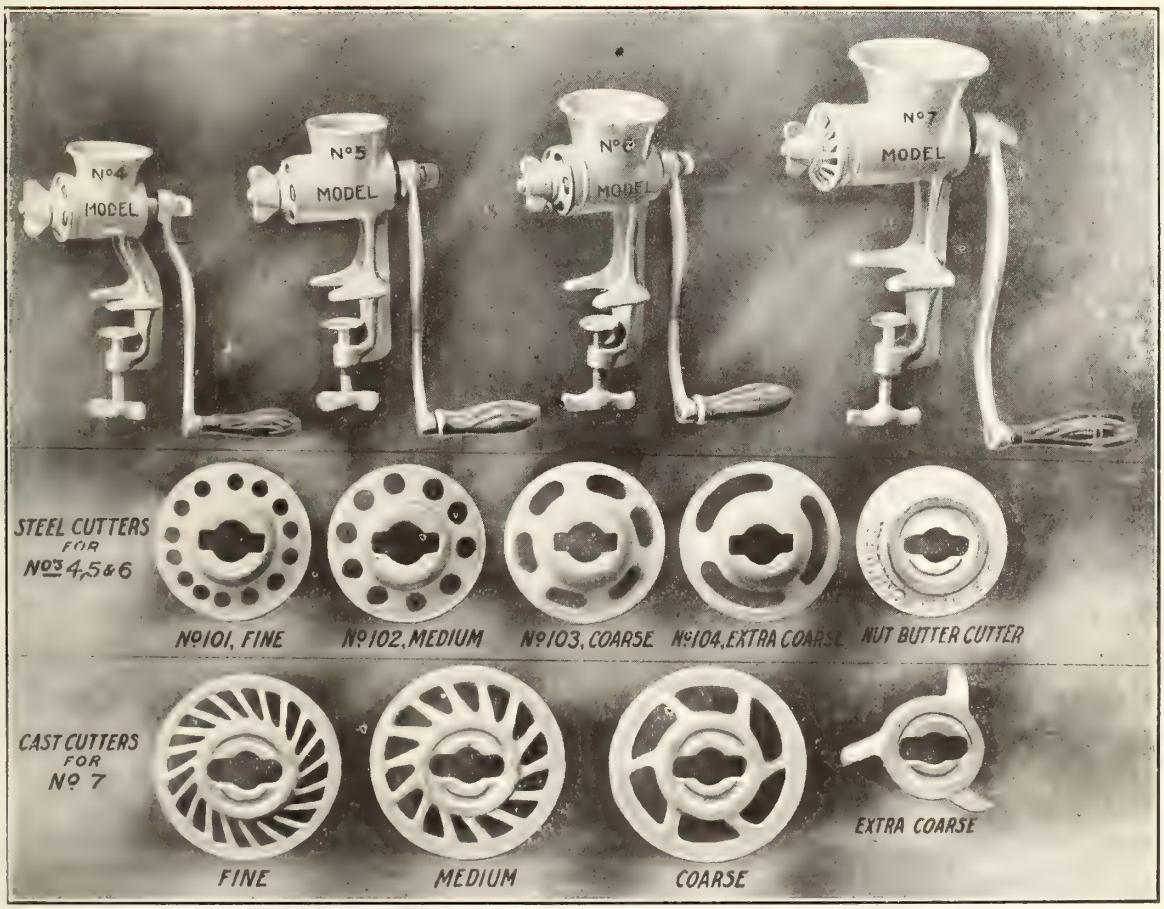
Vol. 3. No. 11. FEATURING CHRISTMAS GOODS November, 1911

CANADIAN
HARDWARE
STOVE & PAINT JOURNAL

HERE'S A GENUINE SALES MAKER

The article itself is very desirable to every woman, while the Maxwell name, as ***you*** know, stamps its high quality

MAXWELL'S MODEL FOOD CUTTER



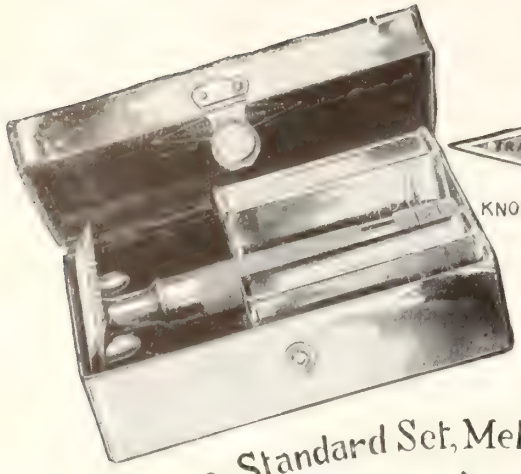
An exceptionally serviceable, all-round machine. It is made in sizes to suit the needs of the family of two as well as those of the hotel and boarding house. The variety of cutters fits it for any work.

We are the only manufactures in Canada making Food Cutters, and we claim that in quality and finish Maxwell's Food Cutters are superior to any of foreign manufacture. You'll find that these "Made in Canada" machines will lead in sales as well.

Write for samples and quotations

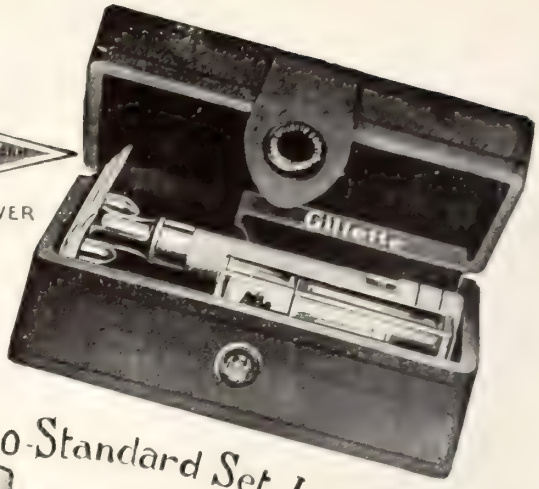
DAVID MAXWELL & SONS :: St. Mary's, Ont.

Commercial Press, Limited, Publishers 408-410 McKinnon Building, Toronto



TRADE Gillette MARK

KNOWN THE WORLD OVER



No. 460B.-Standard Set, Metal Case

No. 460-Standard Set, Leather Case

The Live Gillette "Christmas Assortment"

If you have never featured the GILLETTE as a Christmas specialty, here is good "assortment" to start with:

1 only No. 460 Standard Set, with 12 double-edged blades, in Leather Case, to sell at	$5.00
1 only No. 460B Standard Set, "Indestructible", with 12 double-edged blades, in Pressed Metal Case, to sell at	5.00
1 only No. 500—01 02—03 or—04—Pocket Edition, with 12 double-edged blades, in Metal Case, Silver Plated, to sell at	5.00
Or No. 500A, etc.—Same Sets, Gunmetal Finish	5.50
Or No. 500B, etc. Same Sets, Gold Plated	6.00
1 only No. 505—Pocket Edition, with 12 double-edged blades, in Leather Case (our newest set), to sell at	5.00
1 only No. 00 Combination Set (Kodak Type), with 12 double-edged blades, Soap and Brush in Metal Boxes, whole in Grained Leather Case, to sell at	7.50

We don't want to load you up—you'll easily sell this "assortment" long before Christmas. Our Newspaper and Magazine advertising will help you to quickly turn the "assortment" into dollars. So will the striking GILLETTE Counter and Change Mats which we are sending out with all these "assortment" orders. The oftener you can repeat the order the better it will be for both of us.

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED.

Office and Factory—63 St. Alexander St., Montreal.



No. 505 Pocket Edition-Leather Case.



No. 00. Combination Set.

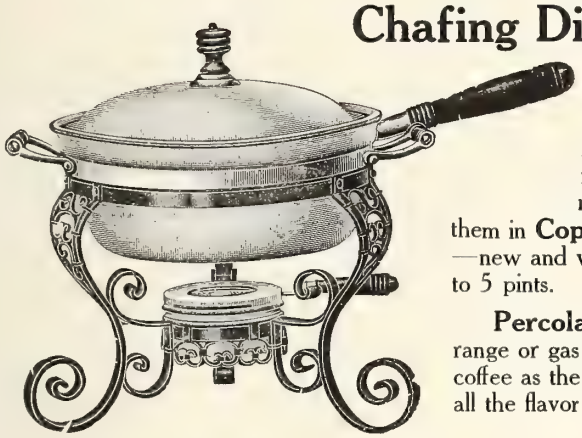


No. 500. Pocket Edition Metal Case.

XMAS NOVELTIES

THAT ARE PROFITABLE TO HANDLE

We carry stocks that are replete with the newest and most exclusive designs.
We give a few below and impress upon you the advantage
of carrying even a small stock of each line



Chafing Dishes and Percolators



Percolators (urn style), we have full ranges of these suitable for making coffee at table. We have them in **Copper, Brass** and **Nickel Plate** —new and varied designs. Capacity from 2 to 5 pints.

Percolators (coffee pot style for use on range or gas stove). They make as excellent coffee as the expensive Table Percolators—noiseless in operation and extracting all the flavor and aroma from the coffee.

Chafing Dishes—Good assortment of designs in **Nickel Plate on Copper** or **Copper Finish**. We have them in plain beaded and fancy patterns with round or square mission stands.

No. 8392 (as illustrated) has 2 pint capacity.
No. 8393 has 3 pint capacity.
No. 8394 has 4 pint capacity.
No. 8395 has 5 pint capacity.

Brass Table Kettles and Stands



No. 1410

2 x 2½ pint capacity. Good variety of designs

Brass Table Kettles with Wrought Iron Stands

Specially appropriate for room furnished in mission style.

Our stocks also embrace the following—
Brass Candlesticks, Brass Writing Sets, Brass Book Stands, Brass Flower Baskets, Brass Jardinieres, Brass Fern Pots, Smokers' Sundries, Brass Trays and Brass Gongs.

Cut Glass

We have full and varied stocks—finest designs cut from the French blanks.



No. 1220

RICE LEWIS & SON, Limited, TORONTO

KENNEDY

Russwin Food Choppers

Pocket Cutlery and Butcher Knives

47 - 11 Razors

POCKET KNIVES.—Kennedy Brand, Jos. Rodgers & Sons, Henry Boker & Co., NonXll, W. H. Morley & Son, Edwards Sons Co., A. W. Wadsworth & Son.

BUTCHER KNIVES.—Kennedy Brand, Jos. Rodgers & Sons.

TABLE CUTLERY.—Maleham & Yeomans, Joseph Rodgers & Sons, Nixon & Winterbottom, Jos. Fenton & Sons.

CARVERS.—Maleham & Yeomans, Jos. Rodgers & Sons.

PLATED FLATWARE.—Oneida, Reliance, Pate, Wildwood and Tipped Patterns, Rogers Bros. 1847 Tipped Pattern, Oxford, Lexington.

PEARL HANDLES.—Dessert Knives and Forks and Fruit Knives.

KENNEDY HARDWARE CO., LTD.

51-53-55 Colborne Street, TORONTO

Exclusively Wholesale **Everything in Hardware**

COBBLER'S OUFITS FOR XMAS TRADE



What article of hardware will make a more sensible and practical gift to a farmer or workman than a Taylor-Forbes cobbler's outfit? Push the "Crown" cobbler in your advertising for the next six weeks and you'll be surprised how many you will sell. A gross won't last long if you advertise and display them.

Taylor-Forbes cobbler outfits are reasonable in price, but made of the highest quality of material.

If your jobber cannot supply you, write us direct.

THE TAYLOR-FORBES COMPANY, LIMITED

Represented by
H. G. Rogers, 53½ Dock Street, St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

GUELPH
ONTARIO

H. F. Moulden & Son, Travellers' Bldg. Winnipeg
W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

SAMSON AXES



Polished

or

Black

Finish



No single feature of your Fall trade calls more strongly for absolute reliability, and the extra care given the manufacture of Samson Axes is sure to pay for itself many times over

Better order at once

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

WE SHIP PROMPTLY — **TORONTO** — OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

CHRISTMAS QUALITY

An **attractively dressed window** is a most **convincing advertisement** for your business.

Particularly during the **Christmas shopping season.**

But while the window attracts attention, it is **QUALITY and PRICE** that govern the final decision of the purchaser.



That is why we advise a **Christmas display** of **"ANTI-RUST" Tinware.**

Nothing will prove a **greater attraction** to the public, and nothing will **sell more readily** on its **own merits.**

Tinware that shows the **above label** in colors is **GENUINE "ANTI-RUST,"** and carries the **MAKERS' GUARANTEE.**

Look for the label and avoid inferior imitations.

E. T. WRIGHT & CO., Hamilton, Canada

(H. G. WRIGHT)

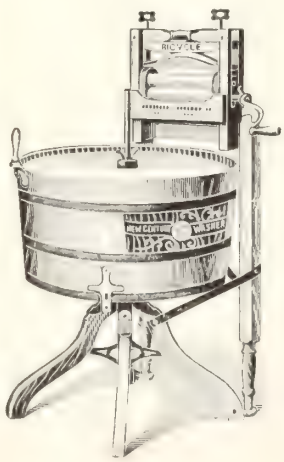
Winnipeg Distributing Agents:
MERRICK-ANDERSON CO., Winnipeg, Man.

Toronto Agent:
F. B. WILSON, 33 Maitland St., Toronto, Ont.

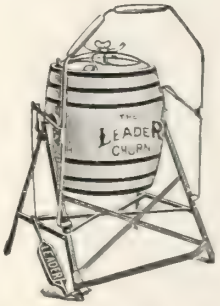
Vancouver Distributing Agents:
MACPHERSON & TEETZEL, Vancouver, B.C.

Winnipeg Agents:
W. REYNOLDS & CO., Winnipeg, Man.

The Real Thing in Household Labor Savers



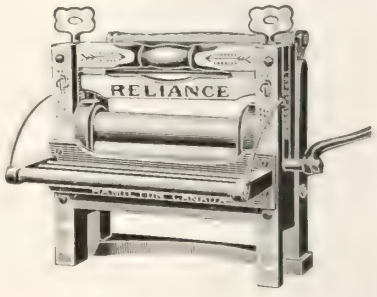
There has never been a time since Washing Machines, Clothes Wringers, and Barrel Churns have been on the market that



New Century Washers

ARROW BRAND **Clothes Wringers and Leader Churns**

Were not the most satisfactory machines to sell.



Repeat Orders and Increasing Sales prove it.

AGENTS:

W. L. Haldimand & Son
Montreal, Que.

H. F. Moulden & Son
Winnipeg, Man.

MAKERS

Cummer-Dowswell, Limited, **Hamilton**
Ontario

Buy Canadian Goods

¶ OUR FULL LINE OF EDGE AND LUMBERING TOOLS ARE THE EQUAL IN EVERY WAY TO THE IMPORTED ARTICLE

Carried by the Jobbers
Every Tool Guaranteed

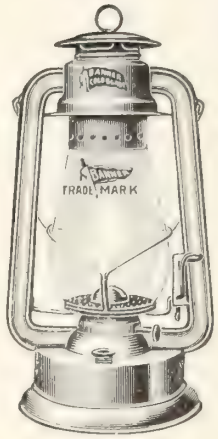
Allan Hills Edge Tool Co.

Galt, Ont.

"BANNER" COLD BLAST LANTERNS

BANNER
TRADE MARK

First in
Workmanship
On Account of the Experience of the
Makers



First in
Sales
On Account of the Experience of the
Buyers

THE ONTARIO LANTERN AND LAMP CO., Limited
Head Office and Factory: HAMILTON, ONT.
MONTREAL BRANCH: 30 ST. DIZIER ST. WINNIPEG BRANCH: 56 ALBERT ST.

SPECIALTIES WITH MERIT

Applepickers'
Blouses or Aprons
Made of Strongest Duck

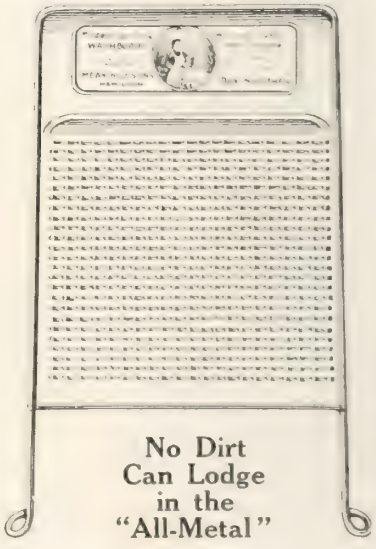


HICKORY APPLE BASKETS

ALL SIZES IN STOCK

Send for Particulars and Prices to

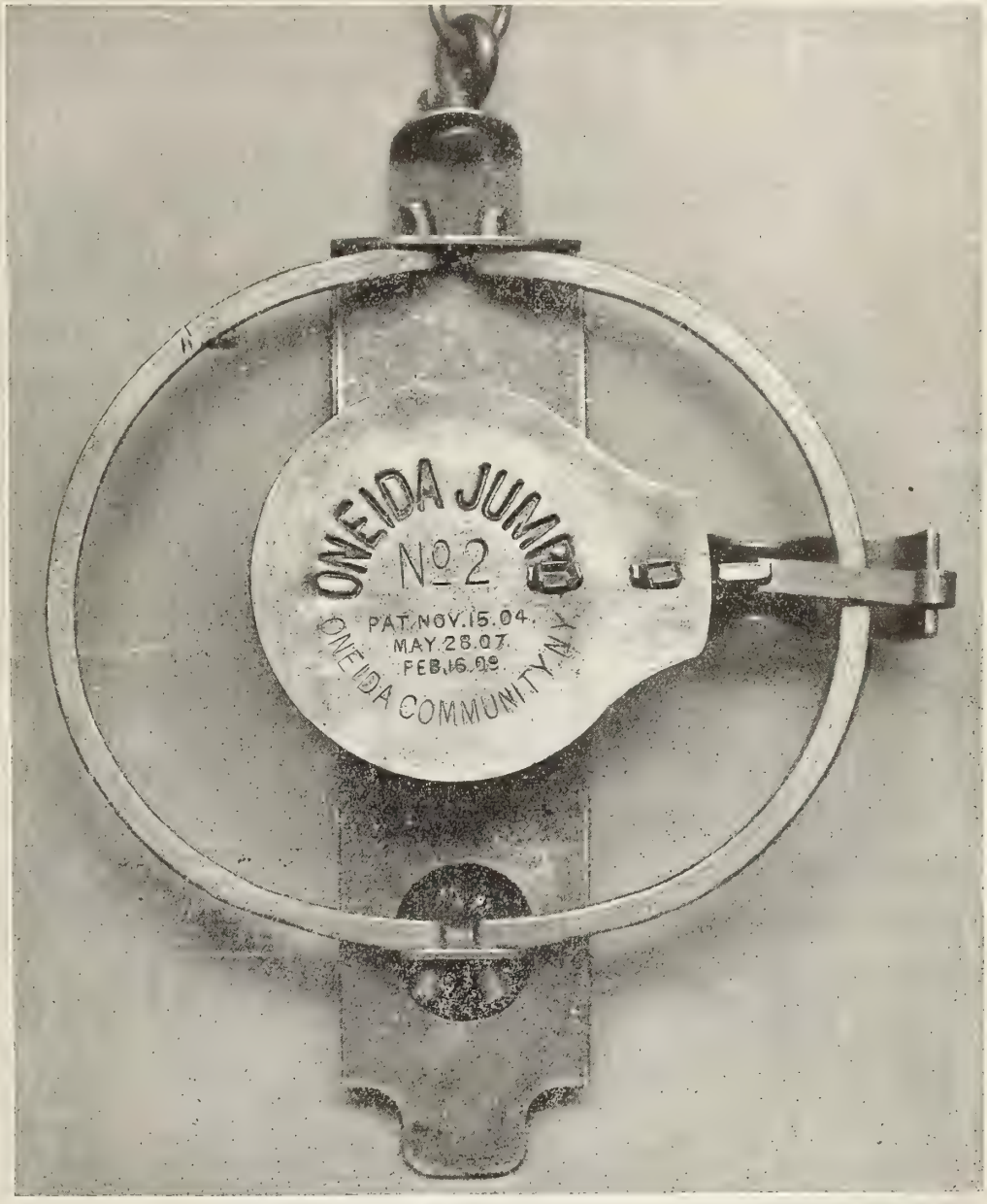
All Metal
Sanitary Washboards



No Dirt
Can Lodge
in the
"All-Metal"

MEAKINS & SONS - Hamilton, Ont.





ONEIDA JUMP TRAPS

are easy to carry. Trappers like them because they are light, compact, and can be set in narrow runways.

ONEIDA COMMUNITY, LTD.,

Niagara Falls, Ont.

Also Makers of the
NEWHOUSE, VICTOR and HAWLEY & NORTON TRAPS

PEASE FURNACE



Our Motto is not "How Cheap" but "How Good" can we make it.

The result of practising this motto is our unblemished reputation for the last 36 years of producing the *best* furnace in every way.

"Ask the man who has one."

Write for a copy of our new illustrated catalogue

PEASE FOUNDRY COMPANY, LIMITED

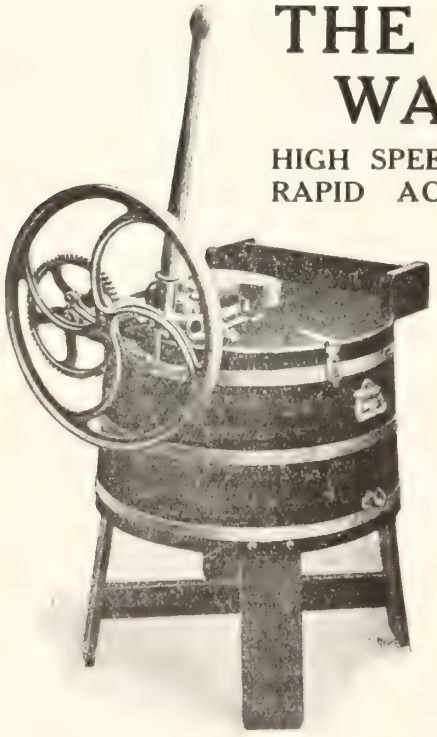
TORONTO WINNIPEG

Western Representatives: PEASE-WALDON COMPANY, LIMITED, WINNIPEG

192

THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited

OTTAWA ONTARIO

MADE IN CANADA



Sterne's Stove Putty

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

Asbestos Furnace Cement

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non-Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples

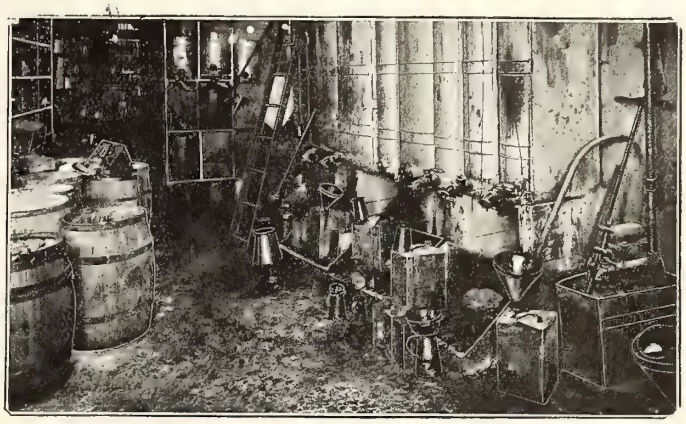
G. F. STERNE & SONS

Brantford - - Ontario

Which Store Would You Prefer?

The illustrations below were made from photographs. There are hundreds of paint oil departments no better in equipment and appearance than the one on the right and there are hundreds where Bowser Systems are installed that are just as clean, inviting and profitable as the one on the left.

Just stop and consider the conditions in the oil department on the right. Think of the enormous waste and fire hazard. Who would expect to get first-class goods or accurate measurement under such conditions? Could you blame a customer for transfering his patronage after seeing such an oil room? Could you blame a clerk for avoiding oil customers? Such conditions are "sink-holes" for profits and drive away patronage.





Observe the bright, neat and clean appearance of the oil department on the left. Wouldn't such an inviting oil room increase any merchant's trade? The pumps are guaranteed to measure according to the Imperial Standard. Everybody gets a square deal—you get your profit and your customer gets the right amount of oil. Every Bowser System pays for itself by increasing patronage and positively eliminating all waste.

It makes no difference whether you sell one kind of oil or a hundred, the

BOWSER STORAGE SYSTEM

will meet your requirements. You don't need to buy a large number of outfits—just get what you want or put in one and try it. If you will do that, we know you will get enough more to handle all of your oils.

These outfits will handle varnishes, linseed oils, turpentine and any other liquid in the paint oil line.

We have an illustrated book explaining how you can make more money in handling paint oils—it's free. We don't like to send it out promiscuously, but if you will drop a card and ask for book No. 5N we will gladly forward a copy.

S. F. BOWSER & CO., INC.

66-68 FRASER AVE. **TORONTO, ONT.**

COWAN & BRITTON

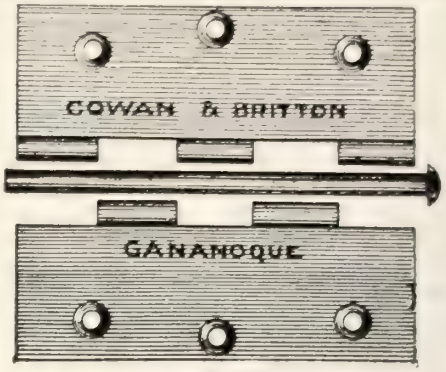
HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

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FACTORY AND HEAD OFFICE - - GANANOQUE, CANADA

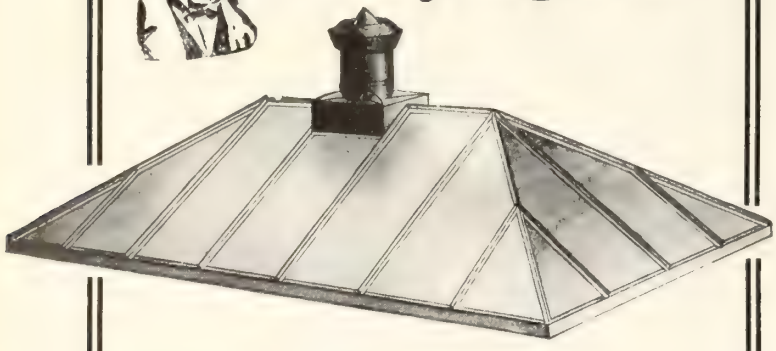
Western Representatives { D. PHILIP, 291½ Portage Ave., Winnipeg. R. OGILVIE, P.O. Box 1259, Vancouver, B.C.



Look for the above brand



Skylights



We have attained the last word in perfection of skylight construction.

Get our catalogue and price list before ordering elsewhere—the prices will surprise you.

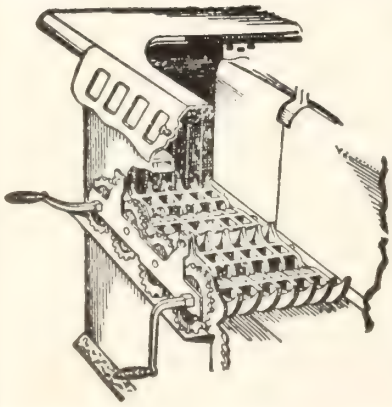
Hollow Metal Frame
Plain or Wired Glass

The Metallic Roofing Co., Limited
Manufacturers
TORONTO, ONT. WINNIPEG, MAN.

"OVEN DOOR"
"SPRINGS"

HAVING trouble ?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.



The Champion Grate

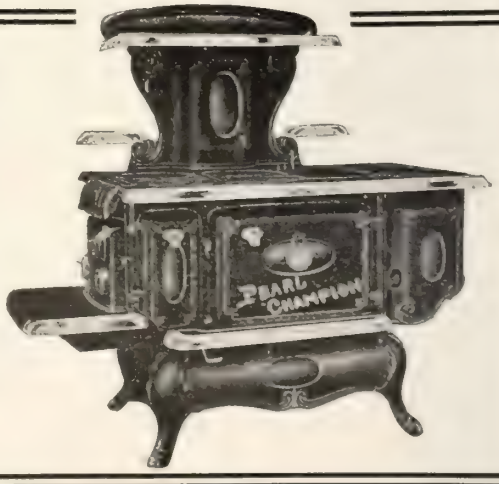
A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.

Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.



NOT IN THE "COMPETITION" CLASS

THAT DESCRIBES, IN A NUTSHELL

THE "GOOD CHEER"

CIRCLE WATERPAN FURNACE

Introduced only a year ago, our "Circle Waterpan" is already being imitated. It's past the experimental stage.

The "Circle Waterpan" is a necessity wherever HEALTH and COMFORT are considered more than PRICE. Its field is everywhere but in Speculative Building.

Intelligent furnace purchasers are now insisting on humidified heated air, and in the face of the public demand on this point, are you going to argue that humidity is unnecessary ?

Better get in line to supply what he asks for. You get your own price, for the "Good Cheer" is not in the competition class—it has no competitors.

This year we have two complete lines of Circle Waterpan Furnaces, the "Equator," our new furnace, being second only to the "Good Cheer."

We also make the neatest and cheapest line of **Side Wall Registers** in the market, and a new **Side Wall Cold Air Base Plate** of same design as the registers.

Write us **now** for particulars.



THE JAMES STEWART MFG. CO., LIMITED

Western Warehouse :

156 Lombard Street

WINNIPEG

MANITOBA

WOODSTOCK

ONTARIO

DISTRIBUTING AGENCIES :

McLennan, McFeely & Co.
Vancouver, B. C.
Wood, Vallance Hardware Co.
Nelson, B. C.
Ross Bros. Limited
Edmonton, Alta.



BANNER STOVES AND RANGES

THE design and equipment of the **ART BANNER RANGE** are the height of stove perfection. It is an entirely new range of the loose hearth pattern.

It is the nattiest, neatest and cheapest range, when quality is considered, ever offered to the trade.

SPECIAL FEATURES—**Flues**—Of a depth that insure quick operation. **Oven**—Large, square and well ventilated. **Fire Box**—Large in size and well proportioned. **Grates**—Duplex, for coal, of our latest improved design. **Wood Fixtures**—This range is provided with a heavy, durable basket wood grate which is unequalled for wood burning requirements and will take 24-inch wood. **Nickel Bands**—Are all removable and of our most approved form.

Write for full information, because we have the best proposition to offer you in the stove line.

Down Draft Furnace Co.

LIMITED

GALT, - ONT.

S.M.P. NICKEL-PLATED GOODS MAKE CHOICE CHRISTMAS GIFTS

REGAL TEA AND COFFEE POTS

MADE FROM HEAVY COPPER SEAMLESS BODIES WHITE METAL TRIMMINGS

QUADRUPLE SILVER LINING OVER BLOCK TIN



Solid Silver in pattern and finish

Unexcelled in Design and Workmanship

Made in All Standard Sizes

Packed Separately in Cardboard Boxes

Prices on Application



Hinged lip on spout

THE SHEET METAL PRODUCTS COMPANY OF CANADA, Limited

MONTREAL TORONTO WINNIPEG



THE "SASKALTA" STEEL RANGE

Shown with
Reservoir and High Warming Closet

Your fall stove business this year depends entirely on the stove you handle. Is it a first class article? Is it widely advertised? Is it backed by a reliable firm of manufacturers? Do these manufacturers aid you in moving your stock?

These are vital questions, they mean success or failure to you.

The "Saskalta" Steel Range is unequalled in stove production, it is the embodiment of exclusive features. We back it with forty years of experience, and spare no expense in putting it before the public.

FEATURES:

Automatic Lift Top and Broiler Door	**Cast Iron Back Linings**	**Special Air Blast Linings**
Division for Half-fire in Summer	**Patented Double Duplex Grates**	**Patented Long Duplex Grates**
Patented Direct Draft Damper	**Oven Stiffener**	**Attachable Reservoir**

Do you know of a better proposition than this?

McCLARY'S

LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN HAMILTON CALGARY SASKATOON

Write for Samples of the three styles and seven weights



There are three styles of Brantford Roofing—ASPHALT, RUBBER and CRYSTAL. With these three styles and the seven weights, you can meet any roofing requirement. And because of the superior quality of Brantford Roofing you can more than meet competition. You can get the cream of the roofing jobs in your locality.

Brantford Roofing

Before you do anything else, write for samples and our roofing book. A post card will do.

Brantford Roofing Co., Limited, Brantford, Ont.

Are You Getting Your Share

of the Profitable Trade in Wire Rope?

In every locality wire rope is in constant and increasing use, and it is a line to which every hardwareman should give prominence.

GREENING

WIRE ROPE

is the standard of quality for every purpose and there is an immense range of **Greening's Wire Rope** to select from.

Catalog No. 10 will give you some valuable points on the wire rope business.
Write us for your copy.

THE B. GREENING WIRE CO., LIMITED

Hamilton - Montreal

LEGG BROS. ENGRAVING Co.

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING

FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

HIGH GRADE - FIRST QUALITY WORKMANSHIP

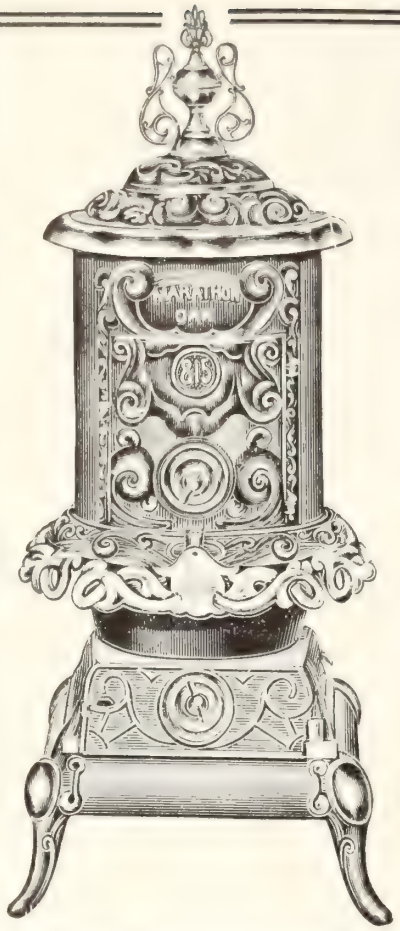
QUICK - CAREFUL & RELIABLE DELIVERY & THE

PRICE RIGHT THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS

PHONE MAIN 957-958

5 JORDAN ST. TORONTO CANADA



DAVIDSON'S
"MARATHON OAK"

A First Class Heater Artistic in Appearance Quick in Action
Economical Burns Either Wood or Coal

Has blue steel body, draw centre grate, deep fire pot and steel base strips. Coal magazine can be supplied with No. 17 when required. A low priced stove, in great demand. Made in four sizes. Write for prices.

Nos.	Diameter of Fire Pot	Height less Urn	Weight
811	10"	34½"	48 lbs.
813	12"	36½"	64 lbs.
815	14"	39"	76 lbs.
817	16"	41"	100 lbs.

Order now to ensure prompt delivery

The Thos. Davidson Mfg. Co., Limited
MONTREAL TORONTO WINNIPEG



FEATURE THE

Fairy Diamond

As a sensible, useful and economical gift during the

Christmas Season

The Fairy is an up-to-the-minute cast range for city and town trade, having drop oven and spring controlled door, neatly nickelled and having a very attractive appearance.

It's a Trade Builder
Send for Particulars

BUTTERWORTH FOUNDRY
Limited
OTTAWA, ONTARIO

Mr. Hardware Merchant :--

Our advertising man says that "Souvenir" Furnaces are so well known to the trade that a cut would only occupy valuable space.

He may or may not be right—your opinion on the point would be esteemed.

There's one thing absolutely certain—you cannot recommend "Souvenir" Furnaces too highly, because they represent all that is latest and best in furnace construction.

When you see laborers digging out a foundation go after the heating contract—recommend the

"SOUVENIR" FURNACE

and we'll help you to land the business. Get acquainted with the architect—find out the area to be heated and we'll solve the problem for you—if you so desire.

"Souvenir" furnaces are designed by prominent heating engineers—constructed by skilled workmen from the best materials.

That's exactly why we can so confidently guarantee "Souvenir" Furnaces.

Exactly why you may so confidently recommend them.

Don't you see that we could not possibly issue a legal, money-back guarantee—**a guarantee just as good as gold—unless we positively knew that "Souvenir" Furnaces would make good.**

Nor could we afford to ask you to **specially recommend them.**

THREE IMPORTANT POINTS :—

1st. "Souvenir" Furnaces are the right quality from base to dome.

2nd. "Souvenir" Furnaces are guaranteed.

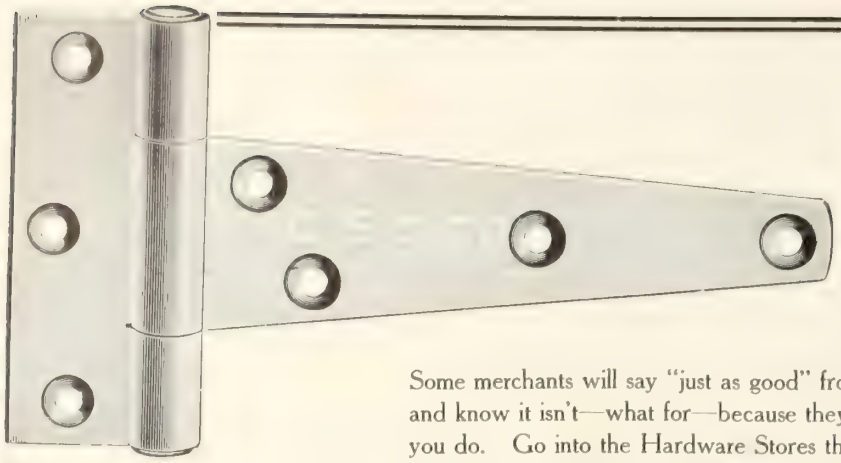
3rd. Prompt deliveries assured.

THE HAMILTON STOVE & HEATER CO., Limited

(Successors to Gurney, Tilden & Company, Limited)

HAMILTON, - - ONTARIO

The Stove and Furnace Centre of Canada



HINGE TALK

Some merchants will say "just as good" from habit, others may say "just as good" and know it isn't—what for—because they think you don't know any better—but you do. Go into the Hardware Stores that have the best builder's hardware business, and you will find only Crescent Brand Butts and Hinges for sale. Those merchants know what is properly and accurately made and of material heavy enough to hold up the door.

Did you ever weigh a dozen pairs of 804-3½ x 3½, that some of the jobbers deliver to you, against a dozen pairs of **Crescent Brand 804-3½ x 3½** ? You should—then you will understand why they say "just as good"—a little more for them—nothing less for you.

If you ask for Crescent Brand Butts and Hinges
you can get them—even if you have to ask us

CANADA STEEL GOODS CO., Limited

MANUFACTURERS HAMILTON, CANADA

We Would Like to see Every Hardware and Sporting Goods Dealer in Canada in Person

We want to show you how it is to your advantage to stock Tobin Guns. We can mention only a few of the reasons here, but the big reason is that every Tobin Gun is built to sell another.

People are now asking for

Tobin Simplex Guns

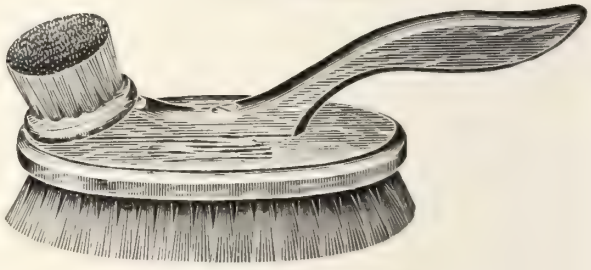
They have seen our advertisement and are curious to know what the Guns are like. Inquiries about them are coming in, and we want representatives in every locality to handle these inquiries.

Write us for full particulars. There are still a few districts where we are not represented. The quality and improved mechanism of the Tobin Guns makes them easy to sell, and you will find our money back guarantee a great sales argument. Let us know where you are, and be first in the field.

The Tobin Arms Manufacturing Co., Limited, Woodstock, Ont.

HANDLED SHOE BRUSHES

Oval and Square Patterns
Daubers Attached



No. 329

One of our many lines which you should carry in stock at all seasons. Made of highest grade materials to satisfy your best trade.

We have various other styles, which are shown in our Catalogue, a copy of which will be mailed you on request.

Thomas Bryan Limited

LONDON CANADA

Regina Vacuum Cleaners Pay Big at Xmas!!

HERE is a big-profit line for easy selling around Christmas time—a positive, double-efficiency, hand-operated Regina Vacuum Cleaner.

The picture shows how easy it is to work. Light in weight. Cleans dirt from under and inside carpets and rugs as well as from the top. House-cleaning only needed once in years.

Selling price is very moderate. Therefore you get quick sales. Every housewife wants one—this is one of the very best Christmas gifts.

The hand machine works anywhere. The electric Regina Cleaner is made for towns with electric current. Both machines do the work of $150 and $200 cleaners, and have the famous Regina double-action pump.

Write us for our Dealer's proposition. This is an offer worth while. We will withdraw it soon. It means *profit*.



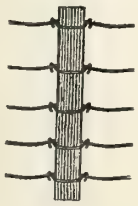
PAGE WIRE FENCE SUPPLIES

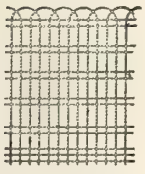
Our supplies are liberal in gauge, galvanizing and quality. Yet they sell at regular prices and give equally good profit.

Write us about coiled (crimped) fence wire, staples, picket hooks, fence anchors, poultry, cattle and ornamental roll fences and gates to match, fence tools, etc.

We have the right lines in our catalogue—at the right prices. We have a dealer's proposition also. Send to-day for DEALER'S FENCE CATALOGUE and PROPOSITION.


WIRE FENCE LO


PICKET OR FENCE HOOKS


ACME WHITE LAWN FENCE


UNIVERSAL POST HOLE DIGGERS

FARM ENGINES—A NEW LINE

Here is a good-paying agency line—a Page Farm Engine that does cutting, sawing, churning, pumping, pulping, etc. A boy moves it. Two men can carry it. It takes gasolene, kerosene, alchohol, etc., and works winter and summer. Best thing a farmer ever bought, it saves so much labor and time.

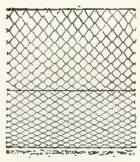
We want agents and will make a BIG DEALER CONCESSION to those who write PROMPTLY in unoccupied territory. Write for the FARM ENGINE Catalogue for DEALERS.

PAGE WIRE FENCE CO., Limited

WALKERVILLE, ONTARIO

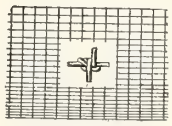
Branches: TORONTO: King Street West and Atlantic Avenue

MONTREAL: 505-517 Notre Dame Street West **ST. JOHN: 37 Dock Street**


ACME CHICKEN FENCING



HIGH CARBON WIRE REINFORCEMENT

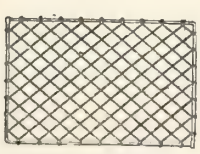

VICTOR POULTRY FENCE


37 VARIETIES OF PAGE FENCE IN WEIGHTS AND MESH TO SUIT ALL NEEDS

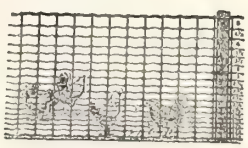
Some Worthy Examples of the BIG PAGE Line

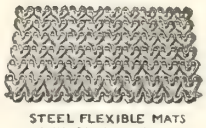

FLOWER BED GUARD


FENCE STAPLES COILED WIRE


WINDOW GUARDS


PAGE IRON FENCING


PAGE "SPECIAL" POULTRY FENCE


STEEL FLEXIBLE MATS ANY SIZE OR SHAPE



THE

"WEAR-EVER"

Sample Aluminum Saucepan

pictured, of which the list price is 55 cents, was advertised in women's magazines last year as the sample that would be sent for 30 cents to women who could not secure the saucepan off dealers. The same saucepan will be advertised this year. In order that women may secure the sample saucepan from you rather than from us, we make you a price on this special of 20 cents, if ordered in lots of twenty-five or more. Cash is on the demand created by demonstrating salesmen and by national advertising of aluminum utensils bearing the "Wear-Ever" trade mark. Write

The Aluminum Cooking Utensil Co.

DEPT. 27, NEW KENSINGTON, PA.

Distributing Agents for Canada, Northern Aluminum Co., Ltd. Toronto, Can.

Warehouses: New Kensington, Pa. East St. Louis, Ill., Portland, Ore., Toronto, Ont.

Branch Offices: Boston, New York, Philadelphia, Pittsburgh, Cincinnati, Detroit, Chicago, Baltimore, Minneapolis, Kansas City, East St. Louis, New Orleans, Portland.

"No! They are not all the same."

"Wear-Ever"

Aluminum Utensils

are different.

Of course, aluminum is aluminum, but utensils may differ in *purity*, in *thickness*, in *handles*, in *finish*.

Purity. "Wear-Ever" utensils are 99 per cent pure.

Thickness. They are made *thick* enough to prevent denting readily, *thick* enough to guarantee a lifetime of satisfactory service.

Handles. Take hold of the aluminum handle of a hot aluminum utensil—even with the usual "holder"—and you quickly will be convinced that aluminum is a "good conductor of heat." The handles of "Wear-Ever" utensils are made of the best tinned steel. Aluminum handles would become too hot—wooden handles would burn off or break. The handles of "Wear-Ever" utensils are gripped to the utensils by aluminum rivets with large heads. The heads are not sunk into the side of the utensil—the side remains of uniform thickness, strong enough to hold the handle on firmly for years.

Finish. The outside of a "Wear-Ever" utensil is polished. The inside is hardened by an electrical process which makes the metal harder, smoother, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

THE "WEAR-EVER" TRADE-MARK is your guarantee of Safety, Saving, Service.

Replace utensils that wear out with utensils that "Wear-Ever"

If your dealer cannot supply you with Wear-Ever ware, just fill in and mail the coupon below, enclosing 15 two-cent stamps (Canadian stamps accepted), and we'll send you, prepaid, the 1-quart saucepan pictured.

THE ALUMINUM COOKING UTENSIL CO.
Dept. New Kensington, Pa.
or NORTHERN ALUMINUM CO., Ltd., Toronto
Distributing Agents for Canada

THE ALUMINUM COOKING UTENSIL CO.,
Dept. New Kensington, Pa., or
Northern Aluminum Co., Ltd., Toronto, Ontario.
(Distributing Agents for Canada.)

Please send me, prepaid, sample, 1 quart "Wear-Ever" Saucepan, for which I enclose 15 two-cent stamps (30c.), money to be refunded if I'm not satisfied.

Name_____

Address_____

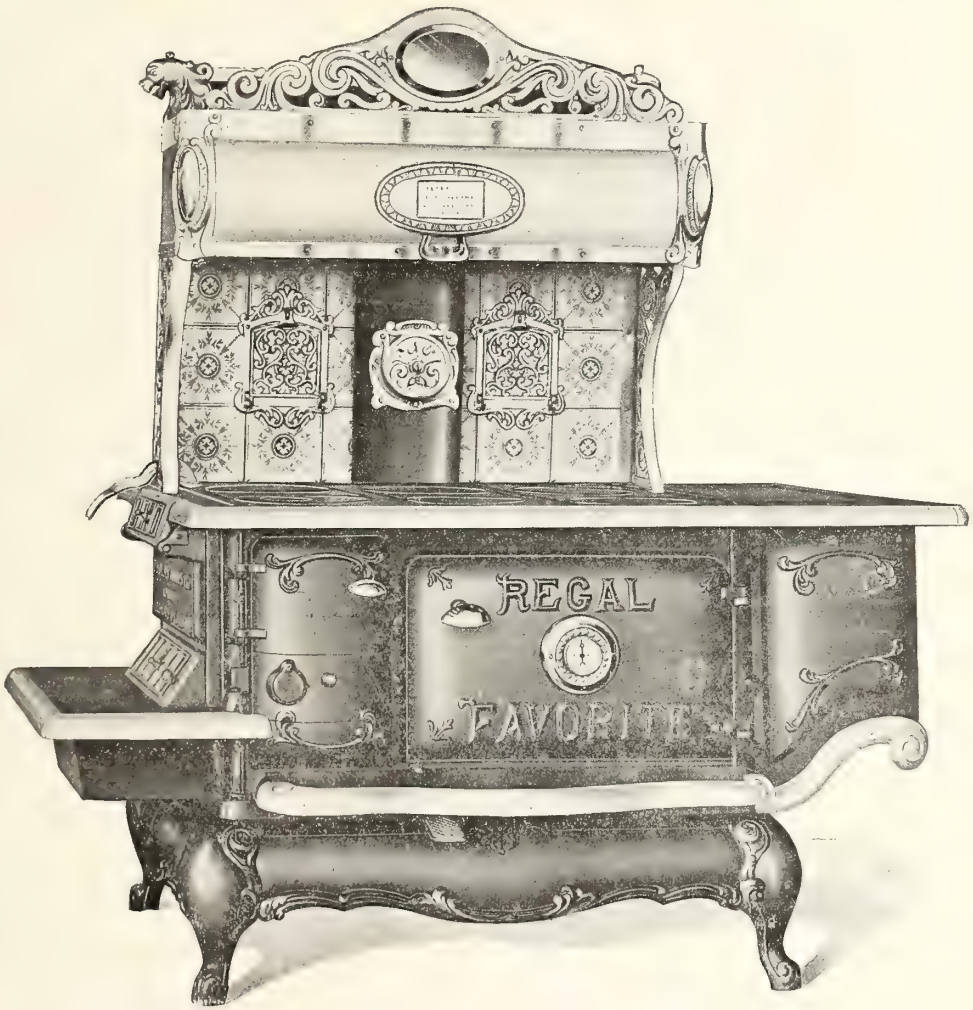
Dealer's Name _____

THE REGAL FAVORITE

IS OUR LEADING CAST RANGE

It is entirely new and is specially designed and constructed to meet the growing demands for a SIX-HOLE RANGE with an exceptionally large firebox for wood and a well proportioned firebox for coal. ORDER A SAMPLE OF THIS RANGE—EXAMINE IT, WEIGH IT, MEASURE IT, AND TEST IT BY EVERY MEANS.

There is Nothing on the Market to Compare with it



The REGAL FAVORITE is the largest and roomiest COAL and WOOD RANGE on the market. Firebox Door Opening, 7½ x 8 inches. Oven measures 20 x 21½ x 13. Roomy Top with Front Hinged Key-Plate.

The Loose Locked Nickel Parts are only one of the many new and excellent Features with are embodied in this Range.

A Post Card will bring you our new catalogue and price list if you have not already received it.

FINDLAY BROS. & CO., LIMITED

Head Office and Works - CARLETON PLACE, ONT.
Branch House - - - 200 Princess St., WINNIPEG

DISTRIBUTING AGENCIES:

H. H. DRYDEN, Sussex, N.B. | STEWART & CO., Toronto, Ont. | D. V. COPE & CO., Calgary, Alta. | REVILLON BROS., Ltd., Edmonton, Alta. | GEO. D. HORSMAN, Vancouver, B.C.



The cold weather is just "setting in." There is going to be a big demand for efficient heaters in your locality. Are you ready to supply it? Are you selling a stove that will always stand out as a wise and judicious purchase, and remind the buyer that he got it from your store?

The Gurney-Oxford Art Laurel will make your customer a regular buyer.

GURNEY-OXFORD

The Gurney Foundry Company, Limited

TORONTO MONTREAL HAMILTON
WINNIPEG CALGARY VANCOUVER

It is the housekeeper who usually does the buying, and the same lady always has the final "say" when it comes to stove buying. And there are two things that she must be satisfied on. Madam knows little about flues, heating surfaces, grates, etc., but her sense of art is well developed, and as soon as she sees the

GURNEY-OXFORD ART LAUREL

she won't take her eyes off it.

The first glance tells her that it will lend an added charm and dignity to the home. The beautifully carved and nickel castings all help to keep her thinking. She pictures this heater in her parlor, and—the stove is half sold.

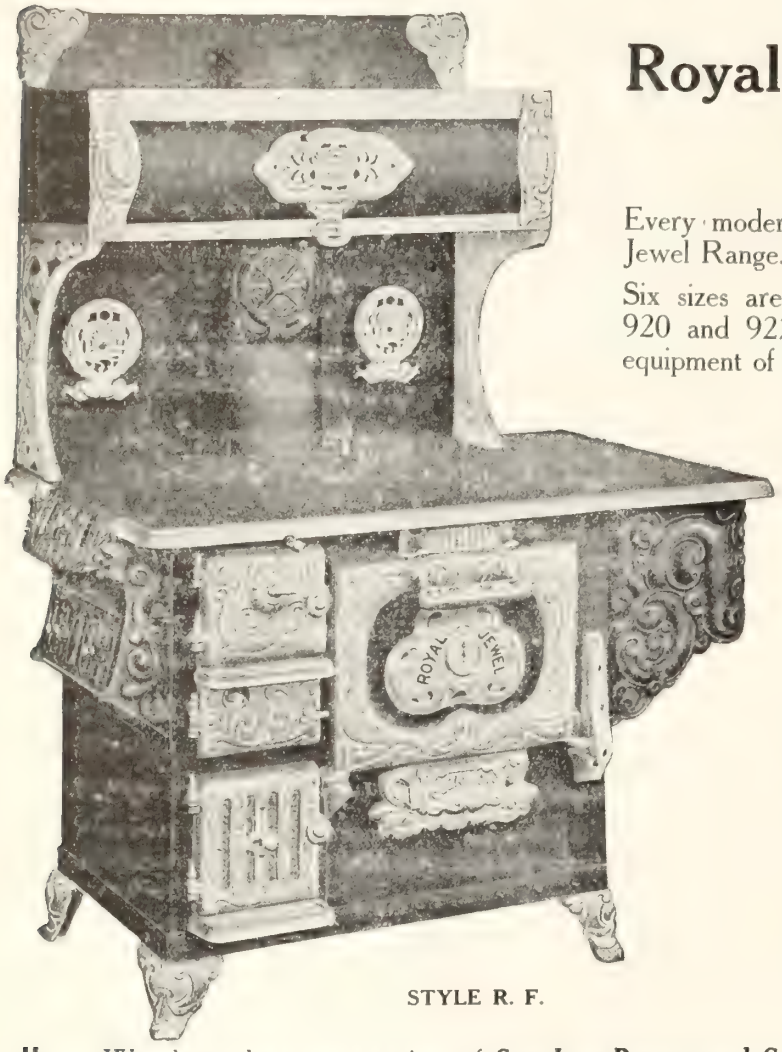
The next question is "Is it a good heater?" "Well, I should just say it is" you can say. Then you can explain how the flues are so arranged that the heat is not divided—has no sharp corners to turn, yet by an ingenious arrangement all the surface at bottom of stove is used as radiating surface. It is an exceptionally powerful floor heater—where the heat is needed.

There are many other points in this heater, such as the convenient dust damper; the extra powerful double heater attachment which will heat the room above; dampers are very easily operated, etc. It can also be supplied with an oven.

This is the leader of our heating stoves. From this one down, we have all styles and sizes, for all conceivable purposes, and at a variety of prices. If it's anything in this line, "Gurney-Oxford" can supply it. We have the largest assortment of heaters in Canada.

We want you to have our booklet of these stoves. May we send it? Let us know to-night by card.

Jewel Stoves and Ranges



STYLE R. F.

Royal Jewel Steel Range

The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

Six sizes are made, namely: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your Leader and you are sure of the best stove trade in your locality.

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves,** including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

JEWEL
TRADE MARK

The Burrow, Stewart & Milne Co., Limited

Head Office and Factory at HAMILTON

Offices also in MONTREAL, TORONTO and WINNIPEG

Western Customers please write for information and send orders to our Winnipeg Branch
No. 130 JAMES AVENUE

STOCK LIGHTING FIXTURES

FOR THE HOLIDAY TRADE

What more practical present

can a woman give her husband than a handsome portable electric table lamp? Or a man give his wife than a beautiful shower electric ceiling fixture for her dining room?



What more profitable articles

can a hardware merchant push during November and December than goods which help to decorate his store and windows as well as carry a good margin of profit?

In thousands of new homes electricity is being used, and the market for electric lighting fixtures is unlimited. Styles are constantly improving and stock will soon turn over

Put half a dozen portable table lamps in stock, display them in your window and light them at night and they will attract customers to your store

We not only make a full line of electric lighting goods, but we manufacture "J.M.T." valves, plumbers' and engineers' brass goods, plumbing supplies, etc. —the kind that are known in all parts of Canada as "the high grade goods."

The James Morrison Brass Mfg. Co., Limited

89 Adelaide Street West, TORONTO

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, NOVEMBER, 1911 — NUMBER ELEVEN

PUBLISHED MONTHLY BY
THE COMMERCIAL PRESS, LIMITED
408-410 McKINNON BUILDING, TORONTO
Phone Main 1274

D. O. McKINNON, *President* WESTON WRIGLEY, *Manager*

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Getting the Christmas Trade.

Retail hardware men are gradually coming to their own in regard to the Christmas holiday trade. There was a time not so very long ago when few made any special effort to cater to this trade. Now the order is reversed: It is few who do not, and many who do, cater to it.

It is rather strange that every retail hardware merchant does not put forth his best effort. To do so is well worth his while. The holiday business is a profitable one and to catch it the conditions are favorable. The demand already exists. It has not therefore to be created. The duty of the retailer is merely to turn it in the direction of his store. To do this is a simple matter. It merely demands the desire and the ability to do it.

In the stock of the average retail hardware store are many lines suitable for Christmas presents, but if the retailer is to reap to the full advantage the possibilities of the season's trade he should cast about him well in advance for such articles that will appropriately supplement his regular stock. This again is not a difficult matter. He has only to consult the columns of the trade papers and visit the sample rooms of the manufacturers and wholesalers in order to gather up a supply of suitable good selling lines.

But the matter does not end there. A retail hardware man may have an assortment of Christmas goods most replete, but possible customers must be made acquainted with the fact before they can be expected to purchase the goods. They are not mind readers. The fact that the goods are in the store must be impressed upon them through window and interior displays and newspaper and circular advertising. Make the displays as attractive as possible. Get the clerks to take an interest in both the arrangement of the displays and in the writing of the advertisements and the circular letters. In both the window displays and in the advertisements prices should be given.

In another part of this issue a great deal of information bearing on the various phases of the Christmas holiday trade is published. Generally speaking it is probably the best collection ever published at any one time in Canada on this particular subject. It is worth reading, as the readers of the Journal will doubtless concede when they have carefully gone over it and made a note of such ideas and suggestions as can be appropriated to the requirements of their own individual business.

Now is a good time to begin to educate the public to the fact that useful articles for Christmas presents are to be found within the store of every hardwareman.

Order Holiday Goods Early.

To make the most of the trade in holiday gifts, hardware merchants must begin early and have "all hands at the pumps." The clerk who trims the windows and the one who writes the ads must both be on the job and have their plans formulated early.

But as Saunders Nowell, the St. Louis hardware jobber who turned trade paper publisher, said at the Retail Hardware Convention at Boston last March: The three rules of success are to "have the goods where they are wanted," to "have them when they are wanted," and then to "get an extra five." Note that he put two salesmanship arguments before the buying rule and note also that everything depends on having the goods where and when they are wanted.

The first essential for a successful holiday trade,

therefore, is to have the goods in stock early. It won't do to tell customers that "we have them on order" or "we haven't unpacked them yet."

If you haven't ordered all your needs for the Christmas trade get busy at once and specify prompt shipment. Get the goods in stock and then "all hands to the pumps" until Christmas eve.

Keep seasonable goods in the eye of your customers so that they may be reminded of their needs.

Why Cutlery Advanced. While the heavy and continuous advance in the cost of raw material is contributory to the higher prices now demanded by the cutlery manufacturers, the chief reason for the higher range of values is ascribed to the increased cost of production caused by carrying out the government regulations for dust extraction from grinding shops, which have necessitated the installation and maintenance of new plant and extra engine power.

Canadians who have visited the workshops of some of the cutlery manufacturers in Sheffield will not be surprised that the government have put regulations into force which are aimed at providing more healthful working conditions for the men. When the members of the Canadian Manufacturers' Association made their tour of Sheffield six years ago, the unsanitary conditions under which the men labored in some branches of the cutlery making industry appalled them. The consensus of opinion was that similar conditions would not be tolerated in Canada.

Every store window should be made to speak of the seasonable goods which the hardwareman keeps in stock.

Manufacturers Want Cheap Parcel Post. When considering the cheapening and extension of the parcel postage system we are sometimes prone to overlook the fact that the mail order houses are not the only mercantile interest who favor its adoption. We have reference to the manufacturers of the country. This fact was quite evident at the recent convention of the Canadian Manufacturers' Association. The report of the Parliamentary Committee of the Association showed it and the discussion that ensued emphasized it.

To a number of manufacturers a cheapening of the rate and an increase in the weight of the parcel would undoubtedly be a benefit. They would be able to deliver small parcels of merchandise to their retail customers at less cost than at present. They claim that the retailer would also share in the benefits that would accrue. Possibly he might.

But what is the advantage to the retailer if he robs Peter to pay Paul? And what is the advantage in the long run to the manufacturer? If the facilities of the mail order firms to put the country retailer out of business are increased does it not mean the loss of customers to the manufacturer? That, at any rate, is the way it appears to us.

It does seem to us to be false economy to court a lower parcel postage in order to deliver merchandise to a retail customer, when, by so doing, you at the time you make it easier for the mail order house to take still more business from that retail customer. But a number of manufacturers do not see it that way, and they are preparing a campaign to launch upon the Government. It is evident that retailers who are opposed to the proposition cannot afford to be idle.

A window display of oil stoves will excite the ambition of people who sit in chilly rooms.

Unfair Selling Methods. A member of the Retail Hardware Association writes the Journal criticising the selling methods of some manufacturers who, he contends, are demoralizing trade in his district by selling goods on consignment to men who have little or no knowledge of business.

"We retailers have been talking at our conventions of trying to run a cash business and of the necessity of taking our cash discounts. We are trying to shorten up credits in keeping with modern cost accounting and just as we get a fair start along comes some manufacturer of paint, stoves or prepared roofing and if we are already stocked up and his salesman cannot get an order from us he hunts up some painter, saw-mill man or tinsmith and puts in a stock of goods to be paid for when sold. Then these greenhorns, having no knowledge of business methods and none of their own money at stake, get trade by cutting prices and other unfair methods.

"The methods of such manufacturers," the correspondent concludes, "should be discussed at the convention of the Retail Association at Guelph next February."

A few months ago the Journal had occasion to criticize the methods of manufacturers who secure customers by the practice of taking out goods of other makes and exchanging for them stock made up by themselves. This practice was common amongst paint manufacturers several years ago but until a few months ago there had been few recent complaints regarding this unfair form of competition.

Our correspondent's suggestion that matters of this kind should be discussed at the Retail Hardware convention is a sensible one, as if manufacturers get warring amongst themselves retailers are the ones who will suffer most.

Who benefited, for instance, from the lantern war of four years ago, as a result of which nearly every grocer in the country stocked up with several years' supply? The legitimate hardware man would have been better off if prices had kept steady and the trade kept inside regular channels.

And who benefits from cut prices on nails, cement or white lead? If the manufacturers fall out and cut prices there is always some short-sighted retailer who hasn't sense enough to keep the extra margin in his own pocket. Down go prices and the retailers suffer, as it is far easier to cut prices than to advance them.

If manufacturers adopt unfair methods of competition amongst themselves the retailers, through their association, should bring pressure to bear upon the offenders and encourage them to adopt more up-to-date selling plans.

The right note was struck at the Peterboro convention when the Retail Hardware Association declared in favor of Resale Prices.

CANADIAN HARDWARE, LIMITED.

Canada Hardware, Limited, has been organized, with warerooms on Richmond Street East, Toronto, to take over the builders' hardware branch of the Canada Glass, Mantel & Tile Co. John Brooks will be vice-president and general manager of the new company and A. M. Grantham will be president and treasurer.

Time to Feature Christmas Goods

Stock Should be Complete and Advertising Begun by November 20
How one Store had a Real Live Santa Claus to
Drum-up Trade—Urge Early Buying

Now is the time for merchants to see that their stock of Christmas goods is complete, and that any line which may have been delayed in shipment, owing to the jobber not having the goods when the order was first received, is either sent on, or the order cancelled and placed with another house.

It is imperative that the whole stock, as figured out by the merchant, should be in the store, so that there is no delay in showing the lines. If a competitor for the Christmas trade happens to advertise a particular line of goods before you do, and thus secures an attention that you cannot, because the goods are not in the store, then the shipment when it does come has lost half its selling power. Therefore, if a merchant thinks there is any chance of being held up for any particular class of goods, he should cancel the order at once and place it elsewhere.

With the whole stock in, the merchant can go over every line carefully, and consider how best to display it, and to what extent he should advertise each class of goods individually. If he has something that he thinks will prove a big bringer-in of business, he can arrange for a little extra advertising attention. The Christmas campaign is not to be attempted in a happy-go-lucky sort of way. The probable selling worth of each line should be carefuly weighed; the amount of advertising, the window displays and their designs, the various ways to excite the curiosity of the public, and to bring them to the store, all should be gone over carefully. The clerks should be consulted. One or two pleasant evenings could be spent by the merchant and his staff discussing ways and means. It would be time well spent, for it all depends upon the handling of the stock how the Christmas trade is going to swing.

Easy to Stimulate Christmas Trade.

It must not be forgotten that the Christmas demand can be stimulated much easier than a from-day-to-day demand for an ordinary article. The demand is there and the merchant has not so much to create it as to swing it in his direction. The custom of giving useful presents is developing of itself every year. What the merchant has to do is to prove that he is the best medium for the buying of presents. This can only be done by a strong campaign of publicity. Excite the curiosity of the public, show among the many useful articles that are generally carried by the merchant, novelties that will make the people talk, and the battle is half won. All this, however, means hard work, and careful planning out. Therefore the merchant who has his whole extra Christmas stock in his store, who has carefully picked out from his staple lines articles that would make useful presents—and it is surprising how many there are—and arranged them in his mind's eye all ready for the fight, is in the best of condition to secure business.

In connection with the Christmas trade, the merchant must remember that it is necessary to do a little extra advertising and window display. Not only must the window be decorated, but the interior must have a Christmasy appearance. The store must radiate the spirit of the times; a feeling of good cheer must predominate in all directions. Then, again, as a large percentage of the trade is for children, children must be specially catered to and, therefore, the merchant must see that whatever decorations or whatever display he makes he must have something which will attract the eye of the children.

Quote Prices in Ads.

The series of holiday ads should commence by November 20 and customers reminded that there are only "28 shopping days till Christmas." Enumerate a list of suitable articles for gifts to the various members of the family—for father and mother and for the boys and girls. This will start the planning of present giving and buying will follow soon after.

Window displays of holiday gifts should commence about the first of December, price tickets being freely used in the windows just as prices are quoted in the most result-bringing ads.

Keep the window trims changing twice a week if possible until about December 15, when the real Christmas window should be put in. There will be little time to do anything but sell and deliver goods after that,



Suggested background for a Holiday Window Display

so it is essential that the window trims and ads should be planned well ahead and put before the public before the real rush begins.

Used a Live Santa Claus.

Sharon E. Jones, president of the National Retail Hardware Asociation, used a live Santa Claus in his

store window from December 4 to 24 last year. His arrival on December 4 was announced in advance and he was greeted by all the young and most of the old folks on his way from the depot to the store, he being dressed as he is seen in the photo of the window display.

This window was made up of a large old-fashioned mantel-piece over which three deer heads were mounted while in the background an artist painted a representation of Santa Claus coming down from the clouds in his sleigh.

"Our window and Santa were great drawing cards," writes Mr. Jones. "There were several occasions on which Santa took his sleigh and went to the neighboring schools and brought the children to our store and took them back home, without charge. This was a great treat to the little tots, many of whom had never been away from home, all trusting implicitly in Santa. He also brought the Orphans' Asylum children to the store, fifty-nine of them. This was a great treat for them also.

"On Christmas eve he visited the hospital with a toy for each nurse and each patient. They had a great time with him, and as the matron said, they 'just cut loose and had a regular frolic.'

"Our holiday season was the best ever. People seemed to have plenty of money, and were liberal in their buying in all lines—toys, cutlery, plated ware, cooking utensils, tools, art brass work, etc."

Arguments for Early Buying.

Here are some paragraphs which can be featured in newspaper advertisements to urge customers to buy early:

Only Twenty-Seven Shopping Days Until Christmas.

Gift buying has begun in earnest. Early selling activity promises an extremely successful season. Each day's delay means less of the pleasure that attends Christmas shopping.

Now there is more time for leisurely selections, now assortments are at their best, now the individual preferences of those to be remembered may be more thoughtfully considered, now there is ample time to choose from the exclusive novelties that seldom last beyond the first few weeks of the selling season.

This one positive assurance we wish to leave with every one buying or receiving a gift from our lines of Christmas merchandise—the quality standard of this store has been so rigidly maintained that every article stands forth as the best of its kind—distinctive, exclusive, and notably excelling in intrinsic merit.

Two Weeks.

from to-day we peep into our stockings! Two weeks of great activity everywhere! The busiest time of the whole year—and the happiest time! Thus far our holiday business has been vastly greater than in any former December.

Can you come early? During the next two weeks our store will be taxed to the limit in the afternoons. You can help by shopping early in the day—and get more enjoyment out of it yourself. To finish right you must start right.

The Pleasure in Gift-Giving Lies in Great Measure in Having Made the Right Selection.

Shopping now offers this advantage. Delay means the hurried, tiresome and frequently disappointing experiences that are inevitable in the days immediately preceding Christmas.

Gift purchasers will find nothing lacking in their requirements from any of our other Christmas stocks. In every article there is that which makes the gift from this store highly appreciated.

Again we would emphasize the wisdom of shopping now and early in the day.

A Lot Remains to Be Done These Next Nine Shopping Days.

Please carry small parcels now, if you will. It means a finer care and attention to your larger ones.

Those who have adopted the new plan of shopping the very first thing in the morning, many of them beginning at 8 o'clock, must find that it pays well and is pleasant, for the number is increasing with astonishing rapidity.

A dollar goes much further at half past eight in the morning than it does at half past three in the afternoon, because one has more time to consider carefully the spending of that dollar.

WASHING MACHINES PRACTICAL GIFTS.

Christmas time is almost here and the question that is puzzling almost every one is, "What shall I buy ——?" A gift for mother is generally the hardest to select. Nothing is too good for her and yet there are so many good things on the market one does not know just what to buy. Anything that will save her labor in her household duties is always acceptable. What, then, would make a nicer gift than a washing machine? Hardware merchants should feature these. There are several makes of electric and water power machines on the market, any one of which should make an excellent line for Christmas trade.

Every woman dreads sweeping day. To wield a broom for half the day and then dust for the other half takes all a woman's strength. Vacuum cleaners do away with all the back aches. They are made in various sizes, from the small hand machine to those worked by electricity. Even the hand power machine does not require nearly the exertion a broom does. Then, again, the vacuum cleaner does away with the dusting. These make ideal gifts and while their first cost may seem large, the money is soon redeemed in labor saved.

TOOL CHESTS AS PRESENTS.

The Aikenhead Hardware Co., Toronto, recently held a special tool chest sale. One whole window was filled with sets of different sizes and the line generally was featured for a short time.

Hardware men all over the country would do well to follow this firm's example at this season of the year. To the man who has a work shop in his home and who likes to potter around with tools, a good outfit makes a most acceptable gift. The cost of goods is soon made up in the money saved by the man of the house doing the work, instead of paying for a mechanic. Then, again, in a chest there is a place for each separate and distinct tool and this means a lot to the busy man, who cannot afford the time to hunt all over when he wants a certain article.

The leader shown by the firm was an outfit that retailed at $48.50. The chest contained all high-grade tools, including 1 Maydole hammer, 1 Stanley plane, 1 Sargent square, 2 saws, Clark-Brown expansive bit, 1 Chesterman's metallic measuring tape, 1 Yankee automatic drill, several screw drivers, Starrett hack saw and a host of others to the number of 84.

A similar outfit, but containing only 49 tools, sold for $30, and another, with 23 tools, sold at $12.50.

LAMPS AT CHRISTMAS TIME.

If you have not already got some, why not stock a few table reading lamps—say half a dozen—for Christmas sale? Don't buy them, however, and not make good use of them. The best method to effect their sale is to connect them up in your window and have them lit up at night. In this way, not only the lamps will be in evidence, but they will cause the other goods in the window to be seen.

When Christmas time comes round, the women leave the children at home and come down town at nights, and if they see a nice window display, if the store is not open at night, they will come back in the day time. Therefore, it behooves the merchant to make good window displays if he would get the business.

Window and Newspaper Advertising

SELLING LIGHTING FIXTURES.

By W. J. Illsey

Most hardware merchants have found lighting fixtures a profitable line, and one which is quite a part of their goods. To make more out of these lines does not require a deal of labor nor expense.

As to the selling of coal oil lamps the work is easy. Your stock should be governed by the demand, which is usual in a larger or smaller community. Do not, however, think that because you sell lamps that people will come to you for them. Regular patrons of your store will buy from you when they want anything in the line, but this is only a small part of what you can sell if you make good window displays and use your local newspaper advertising properly.

Lamps are easily made into a good window display. Make a background of hanging lamps, and build up a series of steps on which to place larger hand lamps. Against the back screw up bracket lamps, etc. On the bottom, and to the front of window, show smaller hand lamps, burners, wick, chimneys, reflectors, and give



Holiday Display arranged by Charles Byford for G. A. Binns, Newmarket

prices on most lines displayed. A good background for such goods is made of dark green or black.

If showing electric lighting fixtures the same plan can be carried out, or if only a limited stock is carried of each mix them together. Show electric reading lamps, bulbs, extension cords, and your samples of fixtures should be wired and lighted.

Show Lanterns Alone.

The early fall always shows an increase in the sale of lanterns, especially in farming districts. Have your stock come to you early. Open them up and make a full window display with good painted cards telling what quality they are, the price and why every man should have one. Somewhat in this strain will do:

"No Wind Strong Enough to Blow Out Our Blizzard Lantern. Price each 75c."

Or, "Your Barn is Safe and You Have Lots of Light if You Use Our Cold Blast Lantern. Each 75c."

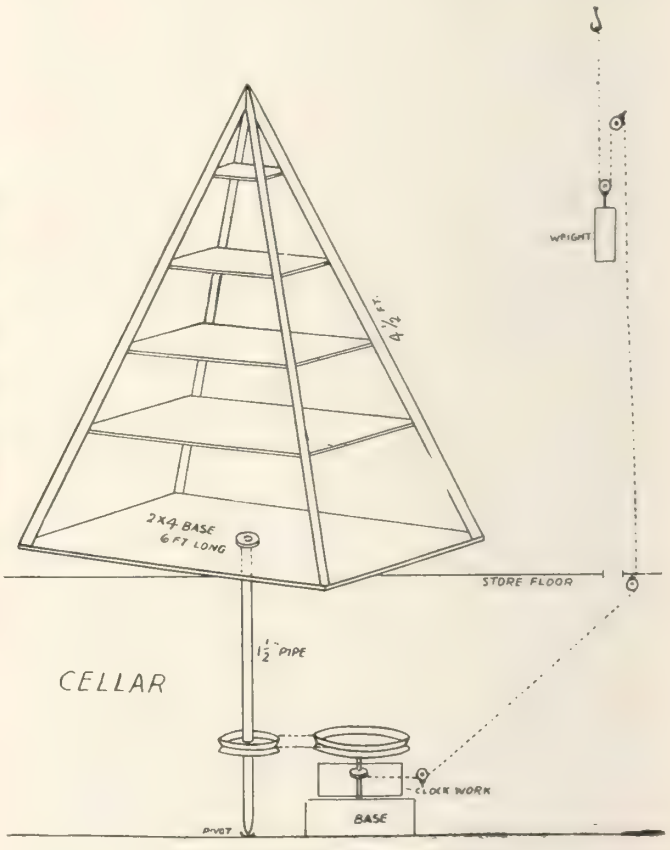
Or, "Prudent People Demand the Safest Lantern. Our 'Ironclad' is the One. Special price, $1.00 each."

Fill your window full up with nothing but lanterns, lantern globes, burners and wick. Use a background and bottom of dark material and advertise freely the lantern you are selling. Tell why you sell it, why it is the most economical and safest and make plain the fact that your price is marked just as close as a good article can be sold for.

A MOVING CHRISTMAS DISPLAY.

By A. O. Smith in Hardware Dealers' Magazine

During the last holiday season, the writer, desirous of getting up something out of the ordinary, designed and built a revolving display stand which is reproduced



Device for Moving Picture Display

herewith. As a moving display is always far more attractive than one that is stationary, other hardware window trimmers may desire to construct a similar device.

An old spring clock movement was obtained and converted into a weight movement. Two 10-inch jelly pans were soldered bottoms together, thus forming a pulley for the belt. These pans were then soldered (centre) to the main shaft of the clock, then two 6-inch

pie pans were soldered in the same way, and in cutting 1½-inch hole in the centre and fastened on the 1¼-inch gas pipe with two lock nuts. The lower end of the main upright shaft was fitted with a piece of steel drawn to a point and set in a bicycle ball cup so there is no friction. This upright pipe passes through the floor of the window and at this point a collar containing balls is placed around the shaft to lessen the friction. The pipe extends about 6 inches above the floor and on the end of this pipe use a header reel hub and bolt it to the main frame of the stand, thus making a socket for the pipe and a bearing for the display stand.

This display stand is made in a pyramid style, fastened to a 2 x 4-inch frame which is 6 feet long. The sides of the pyramid are 4½ feet long, made of 1 x 4 material, and to these are attached five shelves all cut on mitre to fit the 1 x 4 pieces. Bunting can be draped from the ceiling to the top of the stand and bells can be hung on the top or bottom and made to ring every time the stand revolves. On this stand can be displayed many small articles, and in fact many that are not so small, for the stand is strong enough to carry several hundred pounds. As there is so little friction it takes but a very little larger weight to run it when it is loaded heavily. The stand is painted black and given decorations to suit the eye.

Passing back to the clock part, we used No. 24 staging for the belt from the 10-inch to the 6-inch jelly pans, and this staging passes once and a half around the pulley, thus preventing slipping.

In removing the main spring from the clock we were able to put in its place fish line spool, thus making a drum on which to wind the weight cord. One may, by using small screw pulleys, take the weight to any convenient place you like. You may think this stand too large to run by weight, but it was run successfully with a 24-pound weight.

This window proved a success and is well worth one's time in arranging it, and will prove a good window at any season of the year. If you have looked for something different, try this—it's a winner.



A Cutlery Window Display in the Store of The Mills Hardware Co., Hamilton, arranged by Roy Burrows

THEY WANT HARDWARE STORES.

Hardware stores are wanted in Saskatchewan at the following towns: Atwater, Ebenezer, Gerald, Runnichy and Yarbo. All information can be secured by writing to the Secretary of the Board of Trade in the town.

Prince Rupert, B. C., wants a wholesale hardware house. Write the President of the Board of Trade.

DISPLAY ROASTING PANS.

Now that Christmas is coming on and people's thoughts turn to turkey, it is a good plan to bring roasting pans to the fore. Mention them in your advertising and make a window display or two.

Baking utensils and pie plates, for the good old pumpkin pie, also should be pushed.

J. S. Chadburn, of the sales staff of the Gillette Safety Razor Company of Canada, Montreal, was married last month.

Holiday Advertising

By S. M. L. Pica

Armstrong, Smyth & Dowswell, Ltd., Regina, Sask. —4-inch single column ad. If there is any defect in this advertisement it is in the crowded condition of the firm's name. Note the contrast between this and the upper lines of the advertisement. The advertisement is on the whole striking and has the merit of being pointed

Rice Lewis & Son, Toronto.—The two advertisements were each 10 inches deep and single column in width. Both were striking, pointed and well arranged. The cut glass advertisement is, of course, the better of the two and both have the merit of quoting prices. Either advertisement might serve as a good sample of an advertisement of the kind.

Worsells, Goderich.—9 inches deep by 3 columns wide. This is a well-balanced and an attractive advertisement and advertises a timely list of Christmas presents. The advertisement would have looked better if the rules over the top line had been left out. It is always well to leave out from advertisements anything which tends to detract from the essential features of the advertisement.

Bridge Bros., Thessalon, Ont.—13-inch, 3-column advertisement. It is one of the best advertisements in the group. The type is fairly modern and the arrangement of the list of goods advertised is excellent. The prices are exceptionally well brought out. The pieces of rule on either side of "Quality and prices" at the bottom of the advertisement might well have been left out. They serve no purpose except to detract from the display line. Possibly it would have been improved had the two fancy pieces been left out.

H. H. Otton & Son, Barrie, Ont.—10 inches, 3 columns wide. Gives a well-selected list of articles to be found in the store suitable for Christmas presents. The prices are well brought out and the arrangement is on the whole good. If the first column in the advertisement had been moved to the other side and the cut of the sweeper placed at the bottom, possibly the appearance of the advertisement might have been improved. A larger line on the top of the advertisement would also have added to the improvement of the advertisement. This larger line could have been accomplished by placing the top line somewhere else and making a larger line of the words "useful Christmas presents."

R. T. Johnstone, Acton.—2-column advertisement, 8 inches deep. Its arrangement was very neat indeed and the wording first class. The type modern and the border in good condition. It too often is not the case, many of the borders in the group being badly worn.

Buchanan's Hardware, Moose Jaw, Sask.—2-column, 5-inch advertisement. The cut of the skate is hardly strong enough for the advertisement, although it could have been made prominent had it not been surrounded by type which somewhat overshadowed it. The advertisement would have been strengthened had prices been named.

Anderson & Warnock, Vancouver. B. C.—2 columns by 4½ inches. Being on news print, the cut of this advertisement does not show up very well. Otherwise the advertisement is a good one, being well balanced and possessing the merit of good prices.

Nicholson's, Toronto.—2-column, 7-inch advertisement. This advertisement certainly impresses on the reader the suitability of razor blades as Christmas presents. Had the word "for" on the top of the advertisement been omitted and the reading matter rearranged slightly the advertisement would have been improved.

Wingold Stove Co., Winnipeg, Man.—2-column, 3½-inch advertisement. This advertisement is somewhat marred by the poor illustration. If the advertisement had been allowed to occupy a little more space it would have added to its attractiveness.

Nelson Hardware Company.—2 columns, 3½ inches. A well-balanced and attractive looking advertisement. The effectiveness, however, would have been very much improved had prices been named. If there is any time when prics should be named in an advertisement it is during the Christmas holiday season.

J. R. Hambly, Barrie.—3 columns, 6½ inches. This is no doubt an advertisement which effected sales. The fact that the advertiser was able to announce that he had goods in stock which had been purchased at a discount of 25 per cent. doubtless interested the readers of the paper. Taking all around the advertisement is a fairly good one.

James S. Neill, Fredericton.—3 columns, 6 inches. The top line of the advertisement, no doubt, arrested attention and the words "what shall I give sister, brother, mother and father" had the merit of suggestion. The effectiveness of the advertisement, however, for the purpose of selling goods, was minimized by the absence of prices.

Johnson Bros., Boissevain, Man.—3 columns, 10½ inches deep. This is an exceedingly attractive advertisement and one of the best in the group. The prices have been also invariably mentioned and the reading matter excellent.

St. Mary's Hardware, Limited.—3 columns by 9 inches. There is no reason why this advertisement should not have sold goods. The arrangement was on the whole good. The use of rather larger type at the top and bottom, however, would have increased its attractiveness.

Drake Hardware Co., Victoria.—Single column, 4 inches. Among the small advertisements in the group this, in my opinion, is the best. It is well balanced and the best possible use made of the limited space. It is a good model advertisement for the size. Larger space would have made the advertisement much more effective.

The Saskatoon Hardware Co.—Single column, 7½ inches. This is an advertisement which would catch the eye. The reading matter is of such a character as to suggest to the public the advisability of getting a heater for the purpose named—to keep the house warm until the very cold weather sets in.

F. Lenahan & Co.—Single column, 9 inches. As an advertisement for stoves it is a good one. The wording is good and the arrangement on the whole excellent. It would have been better, however, had the advertisement been confined to stoves only and not furniture and shot guns brought in. It is better not to attempt to preach two sermons at once on two different subjects. They are not as effective. It is the same in advertising.

GILLETTE RAZOR SETS

Come in and see the Pocket Gillette Safety Razor, from .... $5.00 up

QUALITY SHOP
Armstrong, Smyth & Dowswell, Limited
HARDWARE

MAKE YOUR Xmas Gift
CUT GLASS



RICE LEWIS & SON
LIMITED
Cor. King and Victoria Sts.

SKATES!
NOW IS THE TIME
To Make Your Selection

We have the nicest assortment in the City bought direct from the Manufacturers

OUR Prices are Right

ASK TO SEE OUR NEW Ankle Support
Latest and Best on the Market

SASKATOON Hardware Co.
LIMITED
PHONE 281
FIRST AVE.

THE BEST OF Brassware
in Varied and Exclusive Designs

We have a really magnificent showing of Egyptian, Russian, and English brass, all in distinctive designs and most suitable for Xmas gifts—being useful as well as ornamental. We name a few examples below:—

Candlesticks from $1.50 to $8 pr.
Writing Sets from $4.00 to $30
Book Stands from $2.50 to $8.75
Flower Baskets from $1.00 to $3.00
Jardinieres from $2.90 to $13.00
Fern Pots from $1.00 to $8.00
Smoker Sets from $3.00 to $10.00
Tobacco Jars and Ash Trays from 50c to $4.50
Trays from $1.00 to $8.50
Gongs from $4.00 to $20

Rice Lewis & Son
LIMITED
Cor. King and Victoria Sts.

WE SELL GOOD SENSIBLE XMAS PRESENTS FOR Everybody

Our Stock is Very Large, and Everything at the Lowest Price.

GUNS AND RIFLES

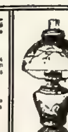
GLOVES AND MITTS

POCKET AND JACK KNIVES



Get a Carpet Sweeper and save hard work. All styles at $2.50, to $5.00 each.

A new Range or Heater makes a good Gift. We are offering special prices on all Stoves in stock, we have a good selection of second hand Ranges and Heaters, at special prices.



A nice Lamp makes a good Gift, examine our large stock.
Hanging Lamps $2.50 each
Hall Lamps $1.00 each
Stand Lamps $2.50 each
Electric Lamps, Shades and Fixtures.
We do Electric Wiring, etc.

1847 Rogers Cutlery
The best ware made. Knives, Forks, Spoons, Pickle and Cold Meat Forks, Butter Knives, Ladles, etc.

If it's Hardware or Stoves—we have it at lowest prices.

THE SEASON'S GREETINGS — WORSELLS — WE'RE OPEN EVERY NIGHT TILL 9 P. M.

Your Friends!

ARE ANY OF THEM GETTING MARRIED THIS SPRING?



Casseroles · Spoon Trays · Lemon Dishes · Sandwich Plate · Butter Dishes · Biscuit Jars

Sugar Shells 75c—$1
Meat Forks $1.10—1.50
Butter Knives 70c to $1.75
Berry Spoons



—SEE OUR WINDOWS—

R. F. Johnstone
The Quality Hardware · Mill Street, Acton

CHRISTMAS GIFTS

We have a large assortment of articles suitable for Christmas Presents. Our line of Table Cutlery is special good value. We have been successful in securing a large assortment of Samples at 25 per cent. discount. We purpose giving our customers the benefit of this for the holiday season.

Pearl-handle Sets in oak case. Our price	$7.00
Carving Sets, regular price from $1.50 to $9.00, for	75c. to $6.00
Table and Tea Knives and Forks, from	$2.50 to $5.00

Butter Knives, Pie Knives, Fruit Spoons, Cake and Cold Meat Forks at prices that will meet all purchasers.

Skates and Hockey Sticks

The boys and girls appreciate nothing more than a good pair of Skates. Our stock is large enough to fit all comers.

Hanging, Hall, and Stand Lamps at Reduced Prices. We have the largest stock of Safety Razors in Barrie. Ask to see our Keen Kutter and Gillette

CALL AND SEE IF WE CANNOT SAVE YOU MONEY ON YOUR CHRISTMAS GOODS

: J. R. Hambly :

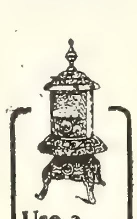
Housekeepers!

We carry a full line of Aluminum Cooking Utensils.

Tea Pots at $4.00, $4.50, $5
Tea Kettles at $5, $4.25, $6
Rice Boilers at $4 and $3.00
Saucepans at $2.75, $3, $4 to $3.50 and $3.15

The above are of the best quality only

DRAKE
HARDWARE COMPANY
Douglas St. Tel. 1646



Use a Heater

This is the time of year and the sort of weather when rooms are chilly and people catch dangerous colds. It is too early to keep the furnace going, and besides one doesn't want the whole house heated. USE A HEATER. We have a splendid assortment, including

McCLARY'S Famous Base Burners

The Saskatoon Hardware Co.
Limited



SENSIBLE PRACTICAL GIFTS FOR EVERYBODY — CHRISTMAS GOODS THAT SPEAK FOR THEMSELVES

YOU make a mistake if you think a Hardware Store is dull and stupid—now or at any time. A few minutes in our Store will convince you we have a large and varied stock of appropriate Christmas Gifts. Shoppers are made welcome to the freest inspection of our stock regardless of whether or no they are ready to buy.

Here are a few Suggestions of the Truly Good

Pocket Knives	5c to 1.25	Skates	50c to 5.00
Carving Sets	1.00 Set to 6.00	Sleds	25c up
Chafing Dishes	6.00 each	Scissors and Shears	up to 5.00
Coffee Percolaters	5.00 each	Carpet Sweepers	2.50 to 3.50
Razors	1.00 up to 5.00	Sad Irons	1.00 to 2.50
Fancy Lamps	1.50 up to 5.00	Pipes	up to 6.00
Silverware	up to 8.00	Ingersoll Watches	1.25 to 3.50

Besides these we have other new and novel articles very suitable for Gifts, which are far too numerous to name, but we like to show them.

QUALITY AND PRICES

We wish to emphasize particularly two things Quality and Prices, the first you can always depend on as being high, the second as being consistently low.

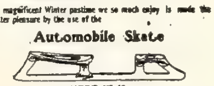
OPEN EVENINGS UNTIL CHRISTMAS

BRIDGE BROS.
The LEADING HARDWARE - THESSALON, Ont.

SKATING

This magnificent Winter pastime we so much enjoy is made the greater pleasure by the use of the

Automobile Skate



HERE IT IS.

And it is lighter by many ounces than any other made, besides being stronger. We also stand behind this skate with an absolute guarantee for one year against breakage. In addition we have the

LADIES' AUTO — ARCTIC SPECIAL — ACME — REGAL — VELOX

And all kinds of hockey and pleasure skates at lowest prices.

BUCHANAN'S HARDWARE,
Successor to G. K. SMITH.



Be Comfortable in the Early Fall

A Portable Oil Heater Will Help You.

A good one for	$4.50
A bigger one for	6.00
Air-tight Heaters, $2.25 to	$8.00
Open-Grate Stoves $7.50 to	$16.00
Oak Heaters for wood or coal, $9.00 to	$14.00

Anderson & Warnock
Vancouver Hardware Store
619 Pender St., between Granville and Seymour

For Gillett Razor Blades

and Gillett Razors of all kinds, including the Combination Sets, Gold and Silver Cases for presentation purposes and pocket sizes, the men of Toronto will find our store equipped with every new feature the Gillett factory introduces.

Our Blades are always fresh from the factory. We take advantage of getting the latest manufactured.

In order to save time and make sure of getting the right thing, whenever you think of Gillett Razors, think of

Nicholson's Cutlery Store
80 YONGE STREET, near KING

The Holiday Season

is again at hand and the same old question arises: "What shall I give Sister, Brother, Mother and Father?" Why not let us help you solve the problem?

Here are a few of the many articles that may be had at our store:—

SCISSORS	TABLE CUTLERY	SKATES
SCISSOR SETS	SILVER TRAYS	SLEDS
LADIES' COMPANIONS	SILVER TEA SERVICES	HOCKEY STICKS
POCKET KNIVES	GRANITE WARE	MEAT CHOPPERS
SAFETY RAZORS	FISH KNIVES AND FORKS	ASBESTOS SAD IRONS
TABLE SILVERWARE	CUT GLASS	BRASS ANDIRONS
	NICKLE TEA & COFFEE POTS	SPARK GUARDS

And numerous other articles.

Useful presents are appreciated by all. We invite you to come and look over our stock.

JAMES S. NEILL
FREDERICTON'S BIG HARDWARE STORE

LEST YOU FORGET
THE BEST MONEY
THE BEST GOODS
BUY
Malthoid Roofing
And Prove This Fact.

R. ANGUS
Wharf Street, Victoria.

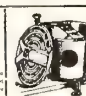


Cutlery.

Christmas Gifts To Use—Not To Play With.

When you buy an article here you can rest assured that that article is the best of that kind to be had. Come to our store and be convinced.

We have a large stock of CUT GLASS, SILVERWARE, CUTLERY, LAMPS and NICKLEPLATED GOODS.



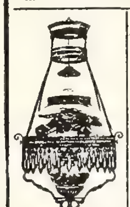
BREAD MIXER
Universal and Polar Star.

Johnson Bros.
And Staff take great pleasure in wishing their customers and friends a very Merry Christmas.

CARPET SWEEPER

We Have Many More Lines Suitable for Christmas Gifts. Call and See Them

CUT GLASS.



Electric Fixtures.

Hanging Lamps.

Parlor Lamps.

Hockey Skates.



HERE'S SOMETHING NEW AND GOOD
"The Never Fail Oil Can"

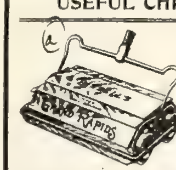
NINETY-DAY TRIAL

A few Second-hand Coal Heaters for sale, Cheap

H. COOLICAN

. . Only Two More Shopping Days Till Christmas . .

OUR STORE IS FULL OF THE MOST USEFUL CHRISTMAS GIFTS



A Most Suitable Gift for Mother is a CARPET SWEEPER. We have them in all styles and finishes from $2.75 to $4.00 each.

OUR GENUINE RICH CUT GLASS

NICKLE PLATEDWARE

FANCY LAMPS

Our Silver-plated ware is the best



1847 Rogers Bros. Make

FINE CUTLERY

Try the new Gillette Safety Silver-plated Case, fits the pocket, $5.00

SKATES AND HOCKEY STICKS FOR BOYS AND GIRLS

NO TROUBLE TO SHOW GOODS

H. H. OTTON & SON
FIVE POINTS HARDWARE STORE

SNOW! NOT YET, BUT SOON $5.25

Select your Heating Stove from our stock of new patterns. We have the newest, best and most economical fuel consuming Heaters made.



HOT BLASTS, GRAND OAKS, TORTOISE and BASE BURNERS.

We sell at wholesale prices. Get the best for less than others charge for the ordinary kinds.



WINGOLD STOVE COMPANY, LTD.
181 Bannatyne Avenue — Winnipeg

Karnak Brass

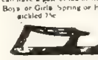
Come and look over our stock.

NELSON HARDWARE CO.
Phone 15. — 602 Baker Street

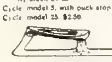
SOMETHING FOR THE YOUNGER FOLKS

There is no gift for young folks to equal a pair of skates, and the price is such that every boy or girl can have a pair of his or her own.

Boys' or Girls' Spring or Hockey Skates, plain 50c., nickled 75c.



Cycle, Klondyke or Yukon, nickle plated and quality steel, $1.25
Cycle model 5, with puck stop, extra quality, $2
Cycle model 25, $2.50.



THE "AUTOMOBILE"

The lightest, strongest and most durable skate on the market. Three styles at $3.50, $4.00 and $5.00 and Ladies' Automobile at $2.50

"ENGEL" SKATES

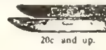
We have this brand of skates same as last year. They gave excellent satisfaction. Prices 50c, 75c, $1.50, $2.00 and $2.50.

"Varsity," "Toronto Club" and other well known brands.

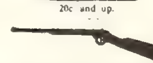
SLEDS



85c. — $1.00



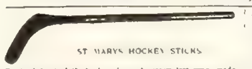
20c and up.



A boy likes a good air gun. The kind costs only 90c and is a dandy, shoots B B shot. Good strong rifle.







ST. MARYS HOCKEY STICKS

The kind that took the hockey players by storm last year—made of best quality rock elm, with banded sure-grip handles—the choice of the factory's output—best quality 50c. Special prices to clubs or dozen lots. Other sticks at 10c., 15c., 25c., 35c. & 40c.

Child's Granite Set—plate, cup and saucer 25c. set
Toy Sad Irons 10c. and 20c.
Mouth Organs, Jews Harps, Pistols, Toy Brooms, Money Banks, Dime Banks, Dark Lanterns
Nice line of Lined Gloves and Mitts

Hockey Pucks—
Youths 15c. Regulation 25c.

PANDORA RANGE

ST. MARYS HARDWARE LIMITED.

Hardware and Furniture



The PANDORA RANGE

F. Lenahan and Company

SEE OPPOSITE PAGE FOR CRITICISM OF ABOVE ADS.

PERSONAL LETTERS WIN HOLIDAY TRADE.

Effective Methods Employed by a Minneapolis Firm Nine Days Before Christmas.

The effectiveness of personal letters as a means of advertising at any season of the year was shown by an enterprising hardware, furniture and harness dealer at Jasper, Minn., last year, who, according to an exchange, greatly increased his trade in Christmas things by a judiciously worded letter which was mailed to customers and ought-to-be-customers just nine days before Christmas.

G. Friedrich is the dealer. His letter was neatly printed on his own stationery and the letters resembled typewritten ones very closely. The letter read as follows:

Jasper, Minn., Dec. 15, 1910.

Dear Friend: There are but nine days left in which to do your Christmas shopping, and you may be one of those who have found it difficult to make a satisfactory selection of the various articles you wish for gift purposes. We are in a position to assist you in this important work and invite you to make a critical inspection of the very excellent stock of Holiday Gift Goods we have on display at our store. You doubtless desire to remember your friends with a gift that will be appreciated and one that will also render them serviceable use. We have that kind.

We have never before been in a position to supply your holiday wants so completely and satisfactorily as at present. In our hardware department you will find many articles that will delight any member of the family, while our silverware department contains goods that will especially please the ladies. Another feature of which we are particularly proud is our newly added furniture department. Here we are able to offer some of the choicest bargains in nifty and up-to-date furniture ever shown in the village.

Our stock comprises too great a variety of goods to allow of enumeration in this letter, but we enclose a card of Christmas suggestions which you will find useful. The list includes suitable gifts for father, mother, brother or sister, and our prices are most reasonable. Come in and let us assist you with this perlexing question. Our best effort is at your command.

Yours for a Merry Christmas and a Happy New Year.

G. Friedrich.

Accompanying the letter was a card, nine by three and a quarter inches—just the right size to fit into a large envelope—which contained a list of Christmas suggestions for all members of the family. This list was as follows:

Suggestions for Useful and Valued Christmas Gifts.

Hardware Line.

Majestic Steel Ranges.	Ice and Roller Skates.
Round Oak Steel Ranges.	Safety Razors — Gillette, Gem, Keen Kutter, Enders' and Auto-Snarp.
Quick Meal Steel Ranges.	
Reed's Self Basting Enameled Roaster.	Guns and Ammunition.
Savory Steel Roaster.	Embroidery Scissors.
Carpenter Tools.	Nut Cracks.
Boys' Tool Sets.	Air Rifles.
Express Wagons.	Sad Irons.

Silver and Nickel Plated Ware.

Serving Dishes.	Knives and Forks Sets.
Cream and Gravy Ladles.	Cake Trays.
Salad Forks.	Tea Sets.
Cold Meat Forks.	Child's Sets.
Pickle Forks.	Cake Baskets.
Pie Forks.	Crumb Trays.
Berry Spoons.	Syrup Pitchers.
Butter Knives.	Parlor Lamps.
Sugar Shells.	Coffee Percolaters.
Chafing Dishes.	Salt and Peppers.
Fern Dishes.	Smokers' Sets.
Clocks.	Tea, Dessert and Table Spoons.

Furniture Department.

Kitchen Cabinets—6 Styles.	[illegible]
Bedroom Suites.	[illegible]
Davenports.	Chiffoniers.
Couches.	Chairs and Rockers.
Book Cases.	Pedestals.
Writing Desks, mission and oak finish.	[illegible]
Centre Tables.	[illegible]
Library Tables.	[illegible]

The Warner Hardware Company, of Minneapolis, was also very successful in using a personal letter, accompanied by a booklet containing gift suggestions.

Five thousand of these letters and booklets were mailed. A great many of the letters were personally signed by Leon C. Warner, president of the company. Hundreds were also signed by other members of the firm. Every salesman in the employ of the Warner Hardware Company turned in a list of names of friends and acquaintances upon whom he thought he could count for some patronage. The letters sent to these people were signed by the different salesmen who suggested the names.

One of the salesmen, it happened, had been in Minneapolis only a few weeks and knew only three persons to whom he could send letters. One of these three came into the store and made a $5 purchase.

Booklets were mailed to members of the Minneapolis Club, the Commercial Club, the Publicity Club and other similar organizations. It was not necessary to go outside of these organizations to any extent to obtain a list of five thousand names.

BRASS GOODS FOR HOLIDAY TRADE.

Art brass goods, such as brass kettles, chafing dishes, trays of all kinds, particularly crumb trays, percolators, baking dishes, etc., should be featured at this season of the year. The percolator is a very strong line. It has not, as yet, come into its own, but people who have used this article would not for anything go back to the old method of making coffee.

A good many hardware men make the mistake of buying a small quantity of brass goods and storing them up on some shelf with a lot of tin stuff, thus not only detracting from the appearance of the goods but also causing the quality to deteriorate. The correct method is to employ a good silent salesman, where the goods can be shown to better advantage. Some brass goods are nickel plated and when these are placed on shelves with tin they inevitably dull and lower in value.

In one of the larger towns in Ontario there is a hardware man who used to get all the business in brass goods. He did not keep a neat, attractive stock, the reason of his success being that he was the only one handling the line. Two years ago another hardware merchant started in business across the street from him. He laid in a well-assorted, though not large, stock of brassware and displayed it prominently, with the result that he is now getting all the trade and the older merchant has written to the people whose line he has been handling stating that he cannot sell the goods. People want to go where they can see a nice assortment and unless a merchant realizes this he won't succeed.

The demand for "freak" brass has fallen almost entirely away and people now want the more useful articles. By "freak" we mean all kinds of fancy stuff, such as animal ornaments, for example.

What Trade Associations are Doing

THE PARCELS POST IN EUROPE.

A Study in Conditions by S. Norvell

First consider that the foreign governments own and operate the railroads, the post, the telephone and the telegraph. Post, telephone and telegraph offices are in every neighborhood.

In England, Scotland and Ireland the rate for a telegram is one cent (ha'penny) a word. The message must be not less than twelve words. The name and address are counted. This makes the minimum rate to the British Kingdom twelve cents a message.

The telephone is not as well developed as with us. The service is slow and unsatisfactory. The low telegraph rates have made it more difficult for the telephone. Few hotels have telephones in the rooms. A telephone in a private residence is not common as with us. While I sent many telegrams, I only used a telephone two or three times in Europe. What is true of England in regard to telephones, telegraphing and parcels post is equally true of Germany and France.

Conditions in all European countries may be summed up as follows: The distances are very short as compared with us. From London one can on fast trains reach the seashore south, east or west in one to two hours. It is only seven hours by train and boat from London to Paris. In a general way, it may be said, that in three hours by train one can go from the capital to any of the provinces of a European nation.

London, Paris, Berlin, Vienna, Budapest, etc., are the social and business centres of each country. The larger part of the social and business life is concentrated in these capitals. All concerns and individuals of any standing in each country have an established credit and account in the capital. They go there personally to shop or they order by mail. Goods are delivered by parcels post. Many retail stores deliver all purchases over $5 to any part of the nation.

In England there are a number of co-operative stores, such as the "Army and Navy," that are owned by their customers, who receive regular dividends of six to seven per cent. on their stock. Then throughout the kingdom there are "chains" of retail stores—even in small places—owned by powerful companies.

This system has had the natural and to be expected result of concentrating the business in large hands in the great centres. In the small towns the stocks of goods are very small and consist mainly of staple, cheap goods.

I visited many such stores and the keepers told me their main reliance was only on the trade of the poor mechanic or poor laborer who had no connection or credit with the great metropolitan stores. They said all the heavy consumers—such as landed proprietors, or manufacturers—bought direct from the large stores in the great centres. Of course, merchants in these small places did not buy from each other, but they also, when they wanted things not carried in their own stocks, bought from the large cities.

This centralization of business has made it much simpler to control and manipulate prices, especially on the necessities in breadstuffs, and so we hear on all sides, especially in England and Germany, serious complaints from the laboring classes of the higher cost of living without any advance in wages. The recent strikes in England are, as a matter of fact, bread strikes. I see in this week's papers a discussion in Germany in regard to taking off the duty on American meats to relieve the situation.

The introduction of parcels post into the United States would revolutionize our methods of distribution, **and increase the cost of distribution by greatly increasing the number of transactions and reducing the size of orders. Broken cases and single item orders would take the place of full cases. A hundred orders would take the place of one.**

The system would increase the number of letters, amount of postage and packages sent by post, and so delay the handling of first class mail matter.

The Government would have to establish post-offices and warehouses not only in every town, but in the larger cities in every neighborhood.

It would cost more because the salaries of postmen in Europe are from $30 to $40 per month, while here they are more than double this amount.

Rents in Europe for post-offices and warehouses are fifty per cent. less than here.

By combining railroad, telegraph, telephone and post-offices in one building, foreign governments make a great saving. Here all the expense would fall on the post-office.

But the principal difficulties would be on account of our great distances and the thinness of our population as compared with the density of the population in Europe.

As a nation we would suffer from the concentration of business in the large cities. The parcels post system means the death knell of the progressive merchant in our small cities and hamlets. There cannot be the slightest doubt of this. The small merchant will have to compete with the great stocks of the large cities on a basis of their delivering (paying the post charges) on all purchases over $5. The packages will come right through his town and go out on the rural routes to the farmer's door. The long haul will be the same price —in postage—as the short.

Then there is something else for the retail merchant to consider. In the large centres, money is cheap. In Europe it is only worth three and one-half to four per cent. Rich concerns can borrow in America at from four to five per cent. Therefore, these great stores in London seek annual charge accounts, all over the country, of people in good credit standing. One of their assets in the form of substantial good will is the number of the "annual accounts" they can show on their books.

Our catalogue houses now sell for cash in advance. Just imagine the result if they opened annual settlement accounts with farmers who can make a good property statement! This is no dream of the future. This system is now in full swing in England.

The parcels post, therefore, would not only hit the merchants in small towns, but the bankers as well.

The farmers would, in remote districts, find themselves and their families isolated, by reason of the decline of their local town. Their property would decrease in value. The farmer must not forget that in England he could go to London in an hour or two, at a small cost; the same in Germany, the same in France; while in the United States he may be from twelve to twenty-four hours away by rail from his catalogue house in the large city.

The farmer must consider, when he reads of sending live chickens, butter and eggs by mail—direct to the consumer—that in Europe these things are usually only an hour or two en route, while with us it may take him many hours to reach his market, with many changes of roads on the way and consequent loss, delay and damage.

Then when the farmer reads these alluring parcels post articles he must not forget that in Europe there is usually a greater market in his immediate neighborhood than the European farmer can supply. Remember that nations such as Germany and England, do not even feed themselves, but import ship loads of cheese, butter, eggs and chickens from Holland, Denmark, Sweden and Norway.

Then if this system is so wonderful what has it done in Europe to reduce prices? Everything to eat is higher than with us! What about the farmer to the consumer talk, with no middlemen's profits? The European workmen are striking and revolutionary on account of high prices of food stuffs, and other necessities of life.

The writer visited and priced goods in fifty hard ware stores in various European countries. The retail prices on goods of equal quality were fully as high as our retail prices. There were many lines of American goods in these hardware stores, especially in those in the larger cities. The retail prices on these American goods were just the same as in this country.

But it must be added that these hardware stores were full of the cheapest and poorest kind of stuff in the lines of hardware and kitchen utensils that I ever saw. These goods of wretched quality were very low in price. No self-respecting American mechanic would consider for a moment putting such chisels, hatchets, hammers, saws and planes in his tool kit as those I saw on sale in these foreign stores. The quality of their hay forks, shovels and farming tools would simply serve as a joke to a United States farmer.

A study of these foreign hardware stores led to the percolation into the vacuum of my think tank of a new thought. The poor European workingman is working long hours at low wages with wretchedly poor tools. For high grade tools he pays the same prices as the American workingman. Then I asked myself the question: "Suppose our tariff on hardware and tools was greatly reduced, what would be the actual result?" There is only one answer. On high quality tools the foreigners could not compete with the American manufacturers. But the United States market would be flooded with cheap tools, cutlery and hardware. Our high standard of quality would suffer a terrible shock. It would be difficult for first class manufacturers and jobbers to maintain the quality of their lines. On all sides they would be assailed by a comparison in prices with this cheap European stuff.

The European manufacturers are past grand masters in "skinning" goods. They have been trained in cutting down the quality of material, in manufacturing short sizes—in supplying the appearance but not the reality. They have been trained in this in supplying the peon trade of China, of South America and Central America. The Germans are especially adept in the manufacture and sale of this class of merchandise. When I thought of the honest, high grade quality of goods now being offered in American hardware stores, and when I looked at the goods being offered in Europe, I could not help ejaculating, "God forbid that the day should ever come when this kind of stuff is sold in our country!"

The difference in prices on goods of real quality I found to be in clothing, woolen goods, underwear, socks, gloves, silks, dress goods, etc. I must admit that I cannot understand, when you can buy a good silk tie in Paris for 2½ francs (50 cents), how this tie gets to be worth $1.50 in the United States. I cannot understand why a $40 overcoat in America can be bought for $20 in London. Why a good dress shirt costs $1.25 in England while it costs $2.50 in the United States. The difference in prices on clothing of good quality, for both men and women, is very great, and either the United States through its customs, the American manufacturer, the dry goods jobber or retail merchant must be getting this difference in some shape or form. No wonder some of the mammoth retail stores in this country who supply ladies and who have such big bargain sales, occupy the best and most expensive blocks in the city, continue to sell goods at less than cost and grow richer than any of their neighbors.

Let the truth be known: High prices in the United States are not caused by our methods of distribution.

The consumer's real quarrel is not with our system of distribution, but with the tariff he voted for. The question before the consumer is, whether he is willing to continue to pay higher prices to protect American manufacturers and mechanics.

Finally, one conclusion is indelibly stamped upon my alleged mind: The American workingman should be more appreciative of what he gets in this country. Some of them who seem to be dissatisfied should take a trip abroad and compare conditions with their fellows in Europe. The main trouble with all of us over here, both working men and teamsters, is that we have not made a thorough investigation and study of the art of economy.

HARDWARE M.P.'S PROMISE CO-OPERATION.

A circular letter is being sent to the hardware merchants of Ontario by Secretary Wrigley of the Ontario Retail Hardware and Stove Dealers' Association in which various matters of interest to the trade are dealt with. Hardware merchants, whether members of the Association or not, are requested to co-operate by replying to questions asked and by circulating the petitions which are enclosed in the letter. These petitions ask for the abolition of the special charges made for the re-inspection of weighing and measuring devices and as this is a question which every merchant is interested in, hardware merchants or one of their clerks can with little effort secure twenty or thirty names in the course of half an hour or an hour. As the re-inspection charges amount to from $3 to $12 every two years, it is well worth while giving a little effort and time to trying to have these charges abolished.

Major Currie, M.P., has suggested that the Hardware Association couple with its protests against the establishment of a C.O.D. parcels post the request that the Dominion Government take over the express business from the railways and make it a branch of the postal department. Hardware merchants are asked to

express their views regarding this suggested solution of the parcels post problem.

Already two of the hardware merchants in Parliament have offered to co-operate with the Retail Hardware Association in matters of legislation.

W. G. Weichel, M.P. for North Waterloo, writes to Secretary Wrigley as follows: "As a retailer I certainly sympathize with all merchants in Canada in the matter of re-inspection charges in weighing and measuring devices. In my opinion, this should, as suggested by you, be a public service paid for by the Government to protect the community as a whole. I certainly will be pleased to hear from you at any time on matters relating to the welfare of all retailers throughout Canada."

H. J. Walker, M.P. for East Northumberland, writes as follows: "As to the two questions mentioned (parcels post and weights and measures inspection) that you purpose bringing before Parliament, I will be glad to have any further information that you can supply me with regard to same."

A hardware man's exchange is suggested in the circular letter and a very liberal offer is made which hardware men in all parts of Ontario should avail themselves of. Any hardware man having any lines of goods which he desires to dispose of should send particulars to Weston Wrigley, Secretary Ontario Retail Hardware Dealers' Association, McKinnon Building, Toronto.

HARDWARE MAN'S EXCHANGE.

"An Association Member" in northern Ontario has an exceptionally good propositon to offer to any live hardware man who is willing to make a reasonable investment in a well-established northern Ontario hardware business. Readers interested are asked to write to Weston Wrigley, Secretary, McKinnon Building, Toronto.

WOULD NOT BE WITHOUT THEM.

"Weston Wrigley, Secretary, Toronto.

"Sir,—Accept my thanks for remittance. I am using the Association collection letters freely and they are proving very satisfactory. I consider the collection letters worth more to me than all it costs to maintain my membership in the Ontario Retail Hardware Association, and I get all the other benefits gratituously."—James S. Allen, Burlington.

PROVING VERY SATISFACTORY.

"Weston Wrigley, Secretary, Toronto.

"Sir,—We received the parcel of collection letters from you just a week ago. Have sent out four No. 1 letters and so far three of them have brought in $17.80, while the fourth called to-day and arranged to settle the last of the month. The letters are such that no one gets offended and we would not be without them for many times the cost."—Geo. A. McMurtry Co., St. Thomas.

READ FROM COVER TO COVER.

"The September number of the Hardware and Stove Journal was so interesting that I read it from cover to cover, and was particularly interested in the fine lots of ads. throughout the issue."—W. W. Bennett, Gananoque, Member Executive Ontario Retail Hardware and Stove Dealers' Association.

HANDLING IMPLEMENTS WITH HARDWARE.

"Does it pay to handle farm implements in connection with the hardware business?"

This query was drawn from the question box during the annual convention of the Ohio hardware dealers' organization, and according to the convention report as published in one of our hardware exchanges, all but two of the dealers who discussed the subject answered the question in the negative. One dealer said that the profit is not sufficient to cover the extra expense of an expert salesman. One of the two dealers who answered the question in the affirmative said that he had been in business thirteen years and had obtained his best results from the implement department.

There are many hardware dealers who conduct implement departments in a thoroughly businesslike manner, and if a canvass were made we think it would show that nearly all of them have obtained fair profits from the sale of farm machines. There are other hardware dealers who handle implements in a half-hearted sort of way, devoting to that line insufficient energy to make it successful. A third class embraces those who handle implements as a bait for trade on their principal line, selling machines at prices which spell actual loss as far as the implement branch is concerned. Perhaps some of them make up the loss with big profits on the hardware business, and some deceive themselves into believing that they achieve this result when they do not.



Interior of Millar Hardware Co., Portage la Prairie, Man. This store is the largest and oldest established in the town. The business was started 30 years ago, and the business has increased in volume each year. Owing to the keen competition from Winnipeg everything has to be sold at almost Winnipeg prices

The worst form of competition with which some exclusive implement dealers and some hardware dealers who maintain real implement departments have to contend is that of the hardware dealers whose operations in the implement line consist of buying a few samples and selling by them and by catalogue at prices determined without regard to the cost of doing business, hoping to make it up on their principal line. "Scalping" is not too harsh a term to apply to trading of this character, for after all, it is just as irregular as the implement business of the undertaker, the grocer, or any other tradesman who, without carrying an adequate stock of implements, attempts to get a share of the trade. Implements and hardware usually are regarded as "related lines," but that does not justify any hardware dealer in doing a scalping business in farm machines.—Farm Implement News.

Thirteenth Canadian Wholesale Hardware Convention

Meeting and Banquet at Hamilton Montreal Jobber Elected President Consideration Given to Questions Affecting the Retail Trade—List of Guests at the Banquet

The Canadian Wholesale Hardware Association held its thirteenth annual convention at Hamilton on October 19 and 20, representatives being present from most of the jobbing houses in Ontario and Quebec, including Wood, Vallance & Co., Hamilton; Hobbs Hardware Co., London; H. S. Howland Sons & Co., Rice Lewis & Son, and Kennedy Hardware Co., Toronto, and Frothingham & Workman, Starke-Seybold, A. Prudhomme & Fils, L. H. Hebert & Co., and the Letang Hardware Co., Montreal. No representatives were present from Caverhill, Learmont & Co., Montreal; D. H. Howden & Co., London; Chinic Hardware Co., and N. Lemieux & Fils, Quebec.

As is usually the case at a wholesale convention the jobbers were in the minority, there being about four manufacturers to one jobber present, while the retailers were represented by President Chown and Secretary Wrigley of the Ontario Retail Hardware and Stove Dealers' Association.



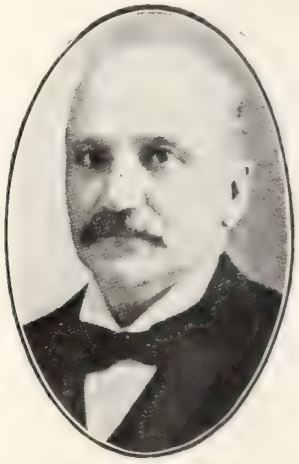
S. H. Alexander
of Wood, Vallance & Co., Hamilton



S. R. Kennedy, Toronto
A Member of the Executive



D. H. Howden, London
A Member of the Executive



A. Prudhomme, Montreal
A Member of the Executive

Three business sessions were held, the convention adjourning on Friday at noon. Routine business was transacted and conferences were held with various manufacturers' representatives, but the chief item of interest to retailers was the consideration of a letter from Secretary Wrigley, of the Retail Hardware Association, referring to the parcels post, weights and measures re-inspection charges and other matters affecting the interests of the hardware trade in Canada. After discussion a copy of the communication was ordered to be sent to all the members of the wholesale association.

The officers elected for the coming year were:

President—Alfred Jeanotte, L. H. Hebert & Fils, Montreal.
Vice President—W. J. Lawson, Rice, Lewis & Son, Toronto.
Secretary-Treasurer—James Hardy, Toronto.

Executive—J. E. Lemieux, Quebec; George C. Davis, Frothingham & Workman, Montreal; S. R. Kennedy, Kennedy Hardware Co., Toronto; A. Prudhomme, Montreal, and D. H. Howden, London.

An Enjoyable Banquet.

The banquet is always the safety valve of a wholesale convention, the guests being given an opportunity to talk back—providing they don't talk too long, as midnight is the closing hour. And although this convention is said to have been "Bert" Alexander's first essay at wielding a gavel be it said that he did it like a veteran.

When the menu had passed from the "oyster cocktail" to the "cafe noir" stage President Alexander opened the feast of oratory by proposing the toast to "The King," which was responded to heartily.

Secretary Hardy read telegrams of regret from about a dozen, including T. H. Watson, Toronto Bolt Works; Wm. McMaster, Montreal Rolling Mills; John M. Taylor, Taylor-Forbes Co., Guelph; J. G. Lewis, Lewis Bros., Montreal; Joseph Lemieux, Quebec; Wm. Starke, Montreal, and others from Boston, Philadelphia, Cleveland and Pittsburg.

"Canada" was proposed by Major Currie, M.P., who predicted at least ten years more of prosperity for the Dominion and expressed the hope that a large measure of the results of our country's growth would be enjoyed by the hardware trade. The toast was responded to by C. R. McCullough, Hamilton, "the founder of Canadian Clubs."

"Our Association" was proposed by F. H. Whitton, Steel Company of Canada, who said he always enjoyed meetings the jobbers whether it was around the banquet table or "on the carpet."

A. Prudhomme, Montreal, responded in both French and English, speaking of the value of trade associations.

Col. Robert Starke, Montreal, and T. G. Dexter, Toronto, also spoke a few well chosen words in reply, Mr. Dexter saying to the manufacturers: "Your interests are our interests and our interests are your interests."

On the suggestion of Cyrus A. Birge, four departed hardware men, the late T. H. Newman, S. O. Greening, George Vallance and H. R. Ives, were honored by a toast which was drunk in silence.

"In commercial life they were honored and in death they are remembered by us all," said Mr. Birge.

George C. Davis, Montreal, proposed the health of Wm. Vallance, who was absent on a trip to the Pacific

coast, the response proving the popularity of "Canada's foremost hardware wholesaler."

"Our Guests" was proposed by H. L. Frost, president of the Hamilton Board of Trade, a young man who was said to work two hours each day and to make about $25,000 yearly from a comparatively small wire fence plant as a result of his remarkable executive capacity.

"We meet here to see what shall be done, who shall be done, and how shall we do them," said Mr. Frost.

John Stevely, London, and Charles Britton, Gananoque, made good replies, the latter saying that "if you are loyal to one another nothing but good can result to yourselves and the manufacturers you buy from."

Charles Alexander, Providence, R. I., and vice-president of the Steel Company of Canada, interjected some politics by congratulating the assembly on the defeat of reciprocity. "Canada has a future greater than any country in the world," he said, and he expressed a strong belief in the value of trade associations.

Frank H. Newman, for the past year on the Executive, representing Caverhill, Learmont & Co., and now being with the Canadian Fairbanks-Morse Co., said: "Having been on the inside and being now on the outside I can say that few have an idea of the loyalty and fairness which exists amongst the members of the Wholesale Hardware Association."

Ross McMaster, Montreal, said mutual confidence was the basis of success in association work. George A. Child, United States Steel Products Co., Montreal, and C. A. Ryder, Canadian Steel & Wire Co., Hamilton, also spoke briefly.

"Sister Associations" was proposed by President Alexander, R. C. Chown and Weston Wrigley being called upon to reply for the Retail Hardware Association.

Mr. Chown bearded the lion by critcizing the jobbers for allowing their salesmen to sell so many lines of goods from catalogue instead of from samples. "That leaves the door open for the manufacturers' specialty salesman and tends to draw trade from established channels," said he. The jobbers were also urged to establish resale prices on nails and other staple lines. Mr. Chown thanked the Wholesale Association for many courtesies extended to the Retail Association.

Secretary Wrigley spoke of the growth of the Retail Hardware Association and of the big convention to be held at Guelph next February. "Our Association," said Mr. Wrigley, "is undertaking constructive work by trying to abolish the charges made for re-inspection of weights and measures and by fighting against the proposed C.O.D. parcels post, which would injure the jobbers as well as the retailers."

The Canadian Manufacturers' Association was also coupled to this toast, Arthur F. Hatch, chairman of the Hamilton branch, speaking of the importance of the work being done by the manufacturers.

The toast list was closed by honoring "The Ladies" and "Our President," the evening being brought to a close by all clasping hands and singing "Auld Lang Syne."

List of the Guests.

S. H. Alexander Wood, Vallance & Co., Hamilton.
Cyrus A. Birge, Steel Co. of Canada, Hamilton.
R. C. Chown, W. W. Chown Co., Belleville.
H. L. Frost, Frost Wire Fence Co., Hamilton.
Chas. Alexander, Steel Co. of Canada, Providence, R. I.
J. A. Currie, M.P., Imperial Steel & Wire Co., Collingwood.
C. E. Britton, Cowan & Britton, Gananoque.
Chas. R. McCullough, Hamilton.
John Stevely, Columbia Handle Co., London.
C. A. Whitwam, Hobbs Hardware Co., London.
C. G. McGhie, Wellandvale Mfg. Co., St. Catharines.
Arthur F. Hatch, Canada Steel Goods Co., Hamilton.
F. Ross Newman, Canadian Fairbanks Morse Co., Toronto.
James Hardy, Jenkins & Hardy, Toronto.
Robert Starke, Starke, Seybold & Co., Montreal.
H. H. Champ, Steel Company of Canada, Hamilton.
G. F. James, Wood Vallance & Co., Hamilton.
J. P. Steedman, Gurney Scale Co., Hamilton.
C. D. Ten Eyck, Tobin Arms Mfg. Co., Woodstock.
A. Prudholme, Montreal.
F. H. Whitton, Steel Co. of Canada, Hamilton.
J. R. Murphy, Canadian Shovel & Tool Co., Hamilton.
R. S. Rider, Caandian Steel & Wire Co., Hamilton.
Geo. A. Childs, United States Steel Products Export Co., Montreal.
W. A. Wood, Wood, Vallance Co., Hamilton.
G. C. Davis, Frothingham & Workman, Montreal.
E. M. Thurber, Nicholson File Co., Port Hope.
H. Clucas, Canada Paint Co., Toronto.
R. McK. Haldimand, Cummer, Dowswell, Ltd., Montreal.
A. Letang, Letang Hardware Co., Montreal.
Weston Wrigley, Canadian Hardware & Stove Journal, Toronto.
H. B. Greening, B. Greening Wire Co., Hamilton.
W. C. Springer, Springer Lock Mfg. Co., Belleville.
H. G. Wright, E. T. Wright & Co., Hamilton.
Thos. G. Dexter, H. S. Howland Sons & Co., Toronto.
A. E. Gilverson, Rice, Lewis & Son, Toronto.
Samuel Frame, Jenkins & Hardy, Toronto.
W. H. Ginder, Ontario Lantern & Lamp Co., Hamilton.
R. H. Merriman, B. Greening Wire Co., Hamilton.
S. R. Kennedy, Kennedy Hardware Co., Toronto.
Alfred Jeannotte, L. H. Hebert & Co., Ltd., Montreal.
H. P. Hubbard, E. C. Atkins & Co., Hamilton.
Geo. W. Howland, Graham Nail Works, Toronto.
W. L. Cummer, Cummer, Dowswell, Ltd., Hamilton.
James G. Lorriman, Hardware & Metal, Toronto.
C. E. Harrison, Steel Company of Canada, Hamilton.
Lionel C. Sey, Wood, Vallance & Co., Hamilton.
Wm. Vallance, Jr., Wood, Vallance & Co., Hamilton.
Geo. Allan, Reid Press, Limited, Hamilton.
W. H. Hewlett, Hamilton.
W. J. Cunningham, Wood, Vallance & Co., Hamilton.
A. W. Taylor, Parmenter & Bulloch, Gananoque.
Geo. Spence, Steel Co. of Canada, Hamilton.
W. J. Boyd, Wood, Vallance & Co., Hamilton.
J. S. Chadburn, Gillette Safety Razor Co, of Canada, Montreal.
C. A. Jones, H. L. Judge Co., New York.
D. Oliver, Wood, Vallance & Co., Hamilton.
W. T. Miller, Wood, Vallance & Co., Hamilton.

Not on the Carpet.

After the adjournment on Friday the party enjoyed an auto trip around Hamilton Mountain, George Dowswell's party getting lost and failing to participate in the apple feast provided by the representative of the Hardware and Stove Journal.

"The saddest thing to me is the missing faces," said good old Charlie Britton, who showed his fighting spirit by raising his voice against the prevailing notion that everyone present was opposed to reciprocity. Mr. Britton's arguments weren't popular with many but he himself is, despite his radical views.

A party visited the Frost Wire Fence Works and saw the interesting process of making steel gates and wire fencing, later visiting the Canada Steel Goods and Ontario Lantern & Lamp Companies' plants. W. H. Ginder, of the latter company, showed the visitors how tungsten lamps are made and explained the improvements being made to their "Banner" lantern.

"You should mix pleasure with business," said Cyrus A. Birge when proposing an auto trip to Niagara Falls. But the visitors didn't have time to accept the invitation.

An interesting visit was paid to the B. Greening Wire Company's plant, led by H. B. Greening and R. H. Merriman. The making of the various kinds of wire goods, chains, screen cloth, etc., were very instructive, but particular interest was shown in the process of painting the screen cloth and in the making of the fine quality bronze screen wire which is winning favor for the best class of work.

Business and Store Management

ELBOW ROOM WANTED.

By Josiah Crabtree

You'll want this elbow room if you give heed to the thoughts that follow in this article. The other day I was on a train. Got in a seat with another fellow who chanced to be a plumbing and heating contractor. Say! He was about the "grouchiest" proposition that I have ran against in a dog's age.

Asked him how the business was coming on. "It's hell!" he replied. "I've got to go down to the city and lug back a batch of stuff that came wrong and when I return I expect to find them all standing around killing time. It's always that way unless the boss is on the job." I did not attempt to convince him to the contrary as we were nearly at the end of the journey, but I just hope that he reads this article. It isn't written for plumbers only, but will apply to any business on God's green earth.

Make Use of Common Sense

That fellow's remark about his employees "killing time" was a hint that some of his business methods were mighty poor. If an employer can't turn his back without all the employees laying down on the job, there is something radically wrong somewhere. When a man starts a business he must possess (or obtain) certain things, such as a place to carry on the affair, real estate or cash, stock on hand, accounts, tools or equipment and employees. Perhaps other things might be listed, but enough have been given for the purpose of this article. If the proprietor will make use of his common sense by acting on the hints that come to him, he can fix his business so that there will be scarce elbow room to turn around in the store from the rush of business.

That plumber on the train let fall, himself, a most valuable hint, relative to the men he hired "killing time." Ask yourself the question "Why should any employee kill time?" Investigate the matter. What wages are you paying the time killer? What chances has he to better his financial condition provided he lasts with you? Many employers are always "beefing" about the laziness of their help. It is not all on the side of the employees by a darn sight. Did it ever occur to you, Mr. Employer, that your employees should be considered your most valuable asset?

Employees Must Have Confidence.

If you have got a lot of people working for you that are "afraid of losing their job" every time that they turn around, you have on your hands a force of rattled workers whose efficiency is sadly impaired and who are going, just naturally, to make all sorts of foolish and expensive blunders. They will ask for instructions "forty 'leven" times a day. They have not the nerve to go ahead and do things for themselves. No. They might make a mistake and get "fired." Consequently they do.

If an employee "kills time" every chance that is presented that employee must be constitutionally wrong, or else there is no interest created to make him desire to exert himself. If there is the slightest chance to make extra pay, you can gamble that 999 out of every 1,000 is going to hustle for the "needful."

Encourage Clerks to Climb

The average clerk or mechanic makes less than $1,500 a year. Some would say that $1,200 was about the right figure, but let's be generous—as this is only on paper. If this employee is faithful, sticks to the job and has about the ordinary run of misfortunes in every day life, the best he can do in twenty years' work is to pay for a small place and save, say from $5,000 to $8,000. When his flues are burned out and the fires must be banked for much needed repairs, the foregoing represents about all he has to draw to. No one wants to hire a worn-out man, or one who has, all his life, followed but one occupation and who is unable to do anything else. The argument that "There's always room at the top" don't go, and not one in a thousand ever makes it, anyhow. Besides, why not give them some benefit while they are climbing? To my mind the most disheartening and uncertain thing that an employer can say is about like this: "This job is worth $10 a week, more later on." Most everybody is wise as to the slow upward tendency of wages or salaries, for the general run of mankind.

Any employer who expects an employee to break his neck for $10 a week and a very indefinite promise of a future raise will stand the chance of getting left.

The Percentage Plan Pays.

Why not say to the employee, as he first comes to you, "This job is worth $10 a week for the first sixty days and after that about double as we will give you a percentage also." Perhaps you might not be able to make the percentage so that he could accumulate that amount, but it is a sure thing that you could give some percentage, and this would be an inducement for the employee to hustle. The more he sells, the better for all.

"Grub stake" him and give a percentage. You will not have to watch such an employee and the chances are that he will, some day, take a straight percentage basis only for his salary.

Do you have anybody in the store or shop to instruct the new employee, or do you just turn him loose and expect him to absorb matters generally? Some of the largest firms in the land have regular schools in which their employees are trained before being set to their task.

Wouldn't it be well for you to take a lesson from their example? Another thing. Cut out being a chronic grouch and fault finder. If one of your employees happens to make a fine sale, or to do a particularly good piece of work, do not be backward in coming forward with the necessary praise.

Give Praise Where Earned

You'd kick soon enough if the work was faulty, and perhaps rightly, but be fair enough when there is a chance to favor the other side of the proposition.

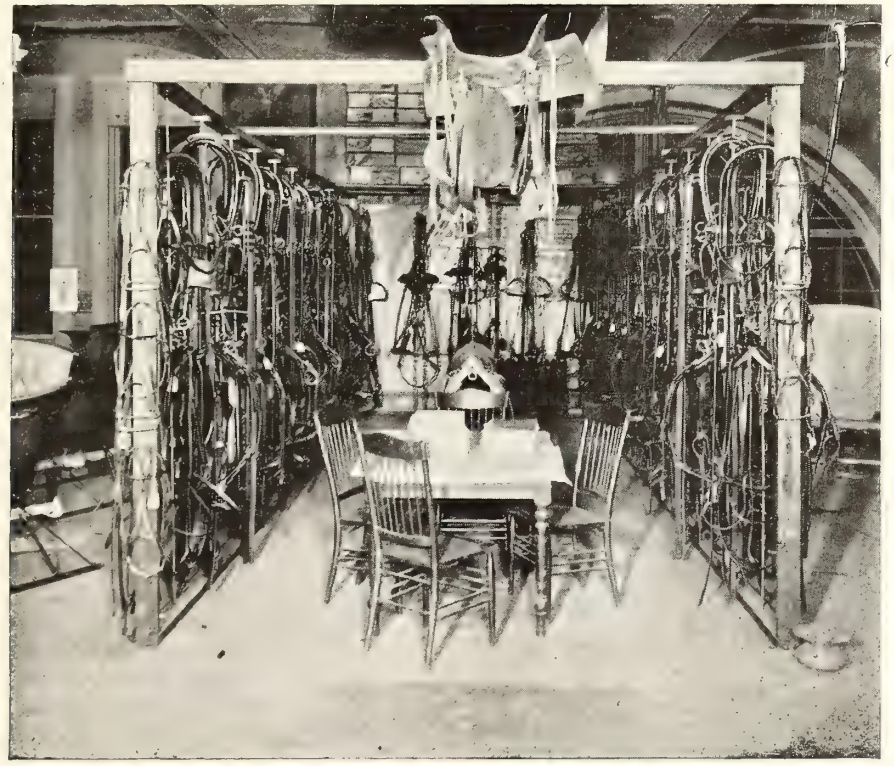
Instead of becoming kickers and knockers, your employees will become interested in your welfare, seeing, from the percentage standpoint, that the greater their sales, the greater their own prosperity.

In some large concerns this is already done, the employee getting from 5 to 10 per cent. on sales after he has sold a certain amount.

It is far better to attempt to lead gently than to use force. You can render your assistants entirely faithful to your interests if you so desire. Faithful to the extent that they will be on the job and on the jump all the live-long day; or you can make them mere machines that will run down every time that the power is not applied. It's up to you.

HARNESS STANDS.

For the hardware dealer who decides to devote some considerable space to harness display there is shown on this page a practical and inexpensive method of showing his harness.



Harness Department in a Hardware Store Fitted with Economy Hangers

The framework is made of 4 x 4-inch timbers and the hangers are the "Economy" made by C. F. G. Stender, Chicago.

If a larger and more elaborate showing is desired, iron pipe of 1¾-inch diameter may be substituted for the timbers and the hangers fastened by the use of rings furnished for that purpose with them.

A big advantage in arranging this display is that the size can be made according to the space at the dealer's disposal and it shows off the goods to the best possible advantage.

SELLING MOTOR WASHERS.

In a great many hardware stores throughout the country motor washers will be found. Although a large number are sold, their sale is not as large as it should be. Why is this? Simply because dealers will not devote a little time and attention to the line. Cutlery, tools, etc., can often be sold just by displaying, but a washing machine must be talked about, its good points dwelt upon and its mechanism thoroughly explained. Leaving it standing on the floor and not saying a word about it is not likely to sell it.

If the retailer would exert himself and get after this trade in earnest, it would be a good thing for him.

The best and surest way to make sales is to induce the customer to let you place a machine in his house for a free trial. Some dealers have men travelling over the country requesting an opportunity to try the machine in a person's house. If a retailer finds it impossible to adopt this method, another good scheme is to fit up a machine in the window and show it in actual operation. It costs very little to do this. If iron pipe cannot be secured, rubber tubing will do.

The greatest difficulty one has to contend with is lack of pressure. If possible, find out, before you place a machine on trial, what water pressure is in the house. Often it is not sufficient to run the washer and it is a bad thing to have to take out the machine on account of this, thus losing the sale, when the fault does not belong to the machine at all.

To run a machine properly, a pressure of from 35 to 40 pounds is required. In many houses, the water comes from the large main to the house through a very small pipe. In cases like this, a pressure gauge can be attached and when the tap is first turned on the required pressure will be shown. After the tap has been running a while, however, the friction at the main is lost and the pressure is reduced.

On the other hand, too much pressure in the house is a bad thing for the machine. You may get a pressure of 150 pounds, and when you turn the tap on, the first thing you know something breaks. This fault cannot be laid on the washer.

A very fair test to determine the pressure is to hold a cup four or five inches below the tap and if the pressure will empty the cup it is sufficient.

Stoves and Housefurnishings

HOW TO INCREASE STOVE SALES.

By W. J. Illsey

Fall is the big season for stove selling. Live merchants know this and prepare special means for making each year's business better than the previous season's. There are many schemes used, and many that are very satisfactory. Of the poorer, expensive means of exploiting stoves we will say little. Probably these few which have proven good selling means will help others to increase their sales.

Get the Right Line.

First and foremost the man who is to sell stoves successfully must handle a line which he is satisfied is all right. He must know the construction and operation perfectly of all the stoves handled. His knowledge must be in a form that he can explain easily all queries made by customers. And his first explanations should be of such convincing nature that the prospective purchaser is impressed if not wholly satisfied that his is the range he wants.

Before the season really begins (and in most places stoves and ranges sell all the year through) have your stoves well polished and set in the most prominent place in your store. If you need to keep your stove department in the rear or up stairs, be sure to let all your patrons know by signs or in your advertising where they are shown.

Put Prices in Plain Figures.

Price all stoves in plain figures which anyone can read. If possible, have one clerk specialize on stoves, and let him handle customers for this line just so far as his time will allow.

Store window displays are business getters all the time and will amply repay for all expenditure of time and energy used in making them attractive.

Mark plainly the prices on all the ranges shown in your windows. Make the displays as prominent as you know how. Along with such displays do not fail to show a goodly line of enamelware and general cooking utensils, electric irons, wire goods and kitchen cutlery. There is business to be had from good window displays always. More money than those who neglect them ever realize.

Do Not Neglect the Advertising.

In conjunction with your window displays do a goodly amount of newspaper advertising. And always give prices on every line you show or advertise. Some merchants think it quite enough to say that they sell stoves and ranges and that they are the best. This kind of advertising has long been known to be no good. The public read newspapers to learn something. If they read that you have a specially good stove or range at a price within their limit they will almost surely come and see it anyway. Then is your opportunity. No advertisement, however well set up or worded, can do more than bring people to your store. No merchant or clerk need lose business once he gets the people "coming."

Premiums Suggested.

If advisable a premium offer may be made to stimulate sales of stoves, such as giving some article with each one or making a liberal cash discount. But my idea is to sell the very best range you can get hold of at a straight, fair price and push it for all that's in you.

Don't take notice of competitors' doings. Go at it to sell and you will get your share of the business.

TWENTY PER CENT. MARGIN TOO SMALL.

W. W. Chown Co., Belleville, have slightly re-arranged their store, a desk being placed in the front of the store where R. C. Chown, who is in charge of the sales staff, makes it a point to be as much as possible during the hours that the store is open. Thus if a customer enters Mr. Chown has an opportunity to say a few friendly words and serve a customer personally if he so desires. Two 'phones have also been installed, one for the front of the store and the other for the office in the rear.

An instance of good salesmanship was noticed the other day in the Chown store. A customer entered just as Mr. Chown was leaving the store. The customer noticed that he had his coat and hat on and told Mr. Chown that he need not wait. "I will come in again to-morrow," said the customer. "Oh! I will wait and sell you that stove," said Mr. Chown, and inside of ten minutes a $46.50 sale had been made.

The Chown Co. consider that 20 per cent. is too small a margin upon which to sell stoves and on some lines net fully double that percentage.

When sales are made on instalments, the lien notes supplied by the Ontario Retail Hardware and Stove Dealers' Association are used and very few losses occur in consequence. They also make it a point to take their discounts on all purchases, the discounts amounting to $1,800 to $2,000 per year.

EFFECTIVENESS OF A SHOW ROOM.

The St. Mary's Hardware Co., St. Mary's, Ont., do a very large trade in stoves and furnaces and the chief reason for this is their excellent show room. They have a big store and the whole of the upstairs is devoted to heating apparatus. Three large windows the height of the room give sufficient light to the furthest corner. Having the windows come right down to the floor is a big advantage, as, by this means, the ranges nearest the front can be seen from the sidewalk on the opposite side of the street. At night the window is lit with three Tungsten lamps of 25 candlepower each. On each one of these is printed in red letters some advertisement calling attention to the good qualities of the line handled by the firm.

Mr. Bartlett, the manager, states that once they get a customer in this room, they never lose the sale.

Being upstairs, the customer is away from the rattle and noise and the salesman can get in his good work.

Tacked on the wall at a landing on the stairs, right where a customer cannot help but see it on his way to the show room, is a large sheet of paper, on which has been stencilled the names of persons in the town and district who have recently purchased a furnace from the firm. This has been one of the best advertisements the firm has ever used as people will read these names, see that of a friend, and go and get an opinion on the line.

"A short time ago," said Mr. Bartlett, "we sold a man a stove and after he had had it a couple of weeks he wrote to us to come and take it away; it was not satisfactory. We went out to see him and found that he had forgotten what we told him when we put the stove up, and that he was using the direct draft damper the wrong way. We soon remedied this, but we don't know what business we might have lost during the time the man was dissatisfied. Several friends who knew he had a new stove may have come in and asked him how it was working, and, if not satisfactory, naturally he would tell them so. This just shows what we're up against."

HOW TO SELL STOVES AND FURNACES.

Now that the stove and furnace season is on "full blast," the question of making sales becomes of practical interest, remarks American Artisan. How shall the salesman interest the customer and make a sale when there is so much competition in the heating business? What is the reason that one stove salesman can sell stoves where another "falls down"? What, in other words, is the secret of success in the sale of stoves and furnaces?

In general, it may be said that enthusiasm is the key. But there can be no real enthusiasm without knowledge. A man may be a rooter for a certain stove but unless he knows the stove from flue to firebox he cannot communicate much of his enthusiasm to his customer. It is his knowledge of the stove that is the basis of his enthusiasm, if that be genuine, and it is that knowledge and enthusiasm together that convince the buyer.

Nothing throws a chill over a customer quicker than to encounter a salesman who doesn't "know the stock." Ask such a man a question about the goods and he hesitates, stammers and says, "Well, I'm not familiar with this line. I'll call Mr. Blank; he handles these goods." And possibly Mr. Blank knows quite as little but has a way of concealing his ignorance. How much better for the salesman to know his line thoroughly and show himself master of the situation right from the start. How such knowledge inspires confidence in the buyer and leads up to a sale that is both easy and satisfactory, because based on facts, not fancies. The salesman who can make positive statements because he knows has a big advantage over the man who says, "I think," or "I guess," when describing the points of a stove or furnace. It pays to master this subject. The young salesman just starting in should read and study and make himself thoroughly familiar with the goods he sells; and the same applies to the old salesman and to the hardware dealer who for the first time is stocking stoves.

HOW A CUSTOMER WAS SATISFIED.

Nearly all hardware and stove merchants handle their stove trade by allowing a customer to take a stove on trial—usually thirty days—and, if the customer is not satisfied, take it back, but this is never done without a big fight. In getting after the business, some amusing experiences are met with. One was related to a representative of the Journal by Mr. O'Brien, of O'Brien Bros., St. Mary's, Ont.

"Some time ago," said he, "we delivered a stove to a woman, who I think was a little 'off' in the head. She kept the stove for a couple of months and when we went to get payment, she told us the stove was no good. We asked her what was the matter, but she could not tell us anything in particular; said that everything was wrong. The real trouble was that she would not follow our instructions. We put up every argument known to the trade but all to no avail. Finally she got so sore on us she told us to take the stove away and never come near her house again. We hated to lose the sale, so wrote to the firm whose range we were handling, explained the case, and the next day they sent up one of their men to try and close the sale. We explained everything to him again, and he said he wanted some stove putty and that he would go up and see the woman alone. He called at her house and in that smooth and affable way that travellers have explained who he was and that he would like to look at the range and see if he could not fix it up. She explained to him that the range would not bake, would not give out any heat and, in general, was no good at all. He examined the stove, adjusted a couple of the dampers, and finally got down flat on his back and looked under the stove. 'Why,' he said, 'here is the trouble. The agents have forgotten to plug this little hole here. This should always be done when a new stove is put up.' She then went on to rave and tell him that she had told us we didn't know anything at all and a lot of other nonsense. Now, there was no hole in the bottom of that stove, but the traveller simply took a piece of the stove putty and placed it on the bottom of the stove and asked the lady if she had anything she wanted to bake. She replied that she was just going to start when he came, so the traveller stayed with the operation all the way through and when the things were baked they were as good as any range could do it. The woman was very pleased, but talked more about our ignorance, paid the traveller the $45 and told him he was all right, and that we were no good at all. See what a litle tact will do."

AN EXPERIENCE IN CLINTON.

R. Rowland, Clinton, Ont., has done a fair trade in stoves this fall, but not a large one. "Until five years ago," said Mr. Rowland to the Journal, "every person in this town and district burned wood. At that time the demand suddenly switched to coal, and, naturally, people wanted coal-burning ranges. That fall almost every one bought a range and during the season we sold 150 ranges. As a new stove is not required every year, or every three or four years, the demand has fallen off each year till now we don't sell very many. However, the trade will come back to use one of these days with a rush."

A MILLION AND A HALF IN BOUNTIES.

The amount expended in industrial bounties by Canada during the fiscal year ending March 31, 1911, was $1,597,663, distributed as follows:

Iron and steel	$1,138,748
Lead	248,534
Binder twine	49,784
Crude petroleum	160,596
	$1,597,663

New Goods on the Market

When writiug to manufacturers kindly mention the Canadian Hardware and Stove Journal

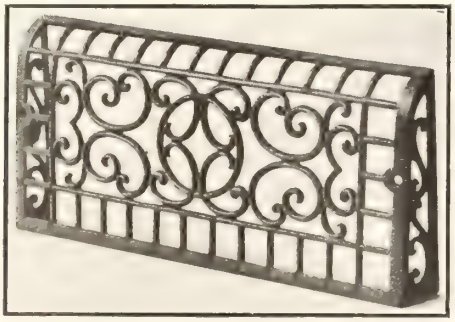
David Maxwell & Sons, St. Mary's, Ont., are manufacturing a new food chopper. This chopper is made along the same lines as the best American models, but the cutting plates have been improved by using pressed steel instead of cast plates. In finish and quality of workmanship, it is one of the best machines on the



market. Messrs. Maxwell & Sons are now the only makers of choppers in Canada.

The James Stewart Mfg. Co., Limited, Woodstock, Ont., and Winnipeg, Man. (the "Good Cheer" people), have placed on the market this year a side wall cold air face which harmonizes in design with their line of side wall registers.

The objection to floor faces, owing to the cutting of floors, carpets and rugs, is becoming more pronounced every day, and hitherto the capacity of the side wall plates has been insufficient to meet requirements of cold air supply, but that the Stewart make overcomes



this difficulty a description of it readily convinces.

These side wall plates are made in two sizes, viz.: 15½ x 7 and 24½ x 7, and can be used either singly, in pairs of same size or pairs of one each size, giving air capacities of 108, 171, 216, 279 or 342 inches according to the combination used. The deduction from these capacities on account of the grill work is so small as hardly to warrant consideration, the design being so open and the grill work so light.

The projection is two inches, thus permitting the use of a boot of ample proportions. The ends of plate are square, to provide for easy and neat fitting into baseboard.

The Stewart side wall plates are supplied either in black japan or oxidized finish, and the up-to-date furnace man, if not already using them, will not likely lose any time in adding this line to his stock.

The Winchester Repeating Arms Co., New Haven, Conn., is putting on the market a new self-loading shot gun. The new gun is a recoil operated, hammerless, take-down, five-shot repeater. The recoil developed by the discharge of the gun cocks the hammer, ejects the fired shell, feeds a loaded shell from the magazine into the chamber and leaves the gun ready to be shot again. As the trigger must be pulled for each shot fired, the gun is at all times as completely under the control of the user as any double or single barreled gun. A number of distinctive features are claimed for this arm, such as nickel steel construction throughout; increased thickness of the walls of the receiver; divided recoil; same adjustment for all loads; no outside moving parts; positive and safe trigger lock and ease and simplicity of loading.

Ontario Lantern & Lamp Co., Hamilton, are bringing out a new gallery lamp called the "Stella." It is a nickel lamp with "D" burner and very reasonable in price, a line very suitable for sale during the holiday season. The same company are introducing their Banner Junior Lantern, made in old brass and containing same features of their well-known Banner lantern.

H. S. Howland Sons & Co., Toronto, are preparing to introduce a new mouse trap constructed on a unique principle, which they state will be of particular interest to the hardware trade throughout Canada. Watch for an illustration of the mouse trap as soon as they are ready to market it.

TO REPRESENT TOBIN ARMS.

Tobin Arms Mfg. Co., Woodstock, have appointed C. D. Ten Eyck, Toronto, as their sales representative, calling on the jobbing trade throughout Canada. Mr. Ten Eyck is one of the best known salesmen in Canada having for several years represented E. C. Atkins & Co., and more recently the Maple Leaf Harvest Tool branch of the American Tool & Shovel Co.

Tobin guns have made a big stride forward this year amongst both hardware merchants and sportsmen, and a large number of jobbing and retail houses which in the past have featured imported goods solely are now putting energy behind Tobin guns, their quality having been tested and found true.

Tobin Arms Mfg. Co. are suggesting to hardware men that a Tobin Simplex gun would make an excellent line for them to feature in their line of Christmas gifts suitable for men who have a liking for the life of the woods. The suggestion is timely and should be taken up by live retailers throughout the Dominion.

BIG ORDER FOR RADIATORS.

The Hamilton Stove & Heater Co., Hamilton, have booked an order for ten carloads of "New Idea" radiators, to be used in heating the offices and plant of the Oliver Chilled Plow Works Co., Hamilton. This is the largest radiator order ever taken in Hamilton, being for 35,000 square feet of radiation, and, with one or two exceptions, the largest in Canada. One-third of the order will be delivered within ten days of the time that the order was booked.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Goodell Company, Antrim, N.H., have issued their fall catalogue of hardware specialties for the home, bakery, hotel, restaurant, evaporator, cannery, farm, garden, and for general use. A complete description of each article is given and dealers should send for a copy.

Sanderson, Harold Co., manufacturers of screen doors, refrigerators, etc., Paris, Ont., are building an extension to their plant. The new building will be 100 x 70 feet, three storeys high. This will enable the firm to meet the demand of the trade, as it will increase their capacity 33 1-3 per cent.

The Pike Mfg. Co., Pike, N. H., are furnishing the trade with small folders advertising their Kantbreak Knife Hone, Koenig Razor Hone and Circular Oilstone. These are gotten up to appeal to the customer and will be furnished in any number to dealers on request.

The Enterprise Mfg. Co., Philadelphia, Pa., will furnish to dealers, on request, post-cards advertising their sausage stuffer and lard press and their meat and food chopper. These are sent by the dealer to his customers.

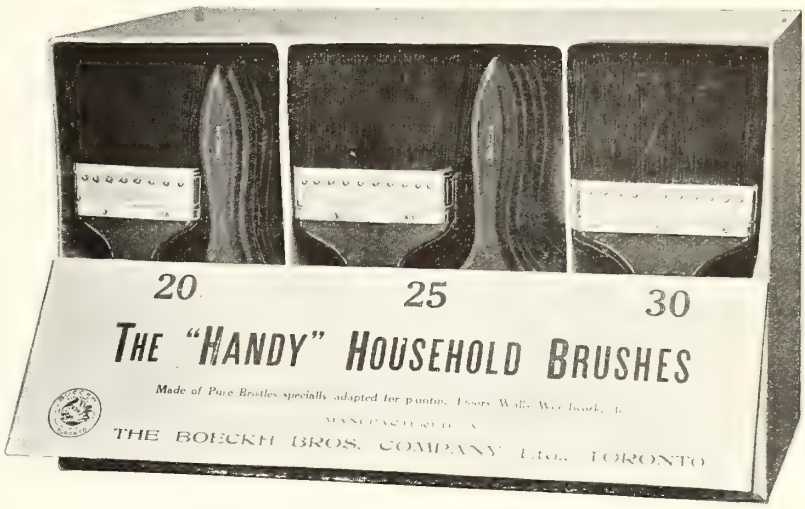
The Martin Senour Co., Montreal, are supplying retailers with a handsome wall hanger showing examples of eight different rooms decorated in New-tone Flat Wall Finish. The background of the various rooms is printed on cardboard in two tints of brown, suggesting color schemes for walls and ceilings and samples of New-tone are pasted on the background to give a realistic appearance to the various lines. The effect is very pleasing and as the bottom part of the card shows sixteen different colors into which New-tone is made up, the wall hanger ought to be a splendid business getter both for the Martin Senour Co. and their retail customers. Samples of the hanger will be supplied retailers on request, and they will be found very convenient by retailers in demonstrating to dealers the splendid effects which can be obtained on walls by the use of New-tone.

Canada Wire and Iron Goods Co., formerly the Canada Wire Goods Mfg. Co., Hamilton, are sending out their new general catalogue No. 3. This book contains 112 pages, is well illustrated and gives a complete description of all lines manufactured by them. It will be sent on request.

Pinchin, Johnston & Co., Toronto, have added two neat color cards to their large series for which Minerva paint is used, one of the cards being devoted to Minerva wagon paint, six sample colors being shown and full directions being given on the card. On the back a facsimile of the can is reproduced, and space is left for the name and address of local customer. The second card is devoted to Minerva elevator, barn, roofing and bridge paint, it being gotten out in similar style, the front cover being illustrated by a picture of an elevator, the building and a nearby bridge being painted with Minerva paint.

G. F. Stephens & Co., Limited, Winnipeg, are sending out a handsomely illustrated booklet, showing their wide range of architectural stains. Specifications and rules to follow when applying the stains on different woods are given. The illustrations show the natural color of the various kinds of wood which the finishes are designed to imitate.

Boeckh Bros., Limited, Toronto, have just introduced a new method of displaying their paint and varnish brushes. An assortment of varnish brushes is put up in a cardboard display stand, the brushes being in compartments priced at from 5c to 25c. There is a companion set of paint brushes priced at 20c, 25c and 30c in a separate carton, the two being known as the Handy Household Brushes. Up to the present time brushes have not been displayed to advantage by many hardwaremen, but



this new method of display brings the brushes before probable customers in such a way that there is bound to be a big increase in the number of sales made. In fact, Boeckh's salesmen report that in a number of cases customers have made purchases from the samples being shown the merchant by the salesmen. Retailers who have not yet secured a stock of brushes in display stands should write for particulars at once.

ABUSE OF ODD PRICES.

The odd prices is and has been an abused method of doing business. It is so because so many of those who employ it do so without any real reason for its out-of-the-way manner in order to attract attention to the goods. To make it 39 cents instead of 40 cents seems to be the moving idea of quick selling; to make it 47 cents instead of 50 cents, or possibly 45 cents, appears to have a magic possibility of moving the goods faster. All of which may or may not be. It may not be, especially when there is really small reason for the employment of the odd figures.

A certain great merchant, who was among the first to employ the odd prices on goods, was once accused by a would-be business economist of attempting to trick the public, or delude it, by simply employing odd prices that were different than the prevalent by-fives-and-tens. That merchant denied the charge and stated that his prices were at all times on a certain fixed ratio of profits, according to cost. He stated that a certain article that was priced by the wholesaler at a certain figure and that cost so much to land in his store ready for selling would be priced according to its total cost.

Canadian Trade News

BUSINESS CHANGES.

Ontario.

Bethany.—Chas. Reynolds burned out.

Toronto.—H. Membery & Sons succeeded by Geo. E. Membery.

Wroxeter.—Henry Harding has moved to new quarters.

Drayton.—O. B. Henry is selling out.

Laggan.—J. J. Grant is selling out.

Manitoba.

Newdale.—H. F. Chapell succeeded by A. E. Martin.

Cromer.—Ferguson & Herbert sold to Dohn & Co.

Saskatchewan.

Baring.—R. Randall & Sons succeeded by G. T. Mitchell.

Netherill.—J. B. Schell succeeds Johnston Bros.

Loreburn.—Store of estate of Loreburn Mercantile Co. sold to J. R. Hopper.

Broderick.—Henderson & Bathersby dissolved, Bathersby continuing.

Elstow.—Caffrey & Chaplin succeed A. E. Chaplin.

Semans.—C. J. Froelichs succeeded by Froelichs & McNutt.

Steven.—R. E. Beaton opened store.

Heward.—J. A. Flaeth opened store.

Browning.—Browning Hardware Co. opened store.

Outlook.—Thos. W. Coley started business.

Anglia.—Frank Haggar opened store.

North Battleford.—Spragg & Hubbs dissolved, Hubbs continuing.

Alberta.

Drumhiller.—Nolan & Shore dissolved.

Bawlf.—J. A. Kirkpatrick & Co., Ltd., sold to Paulson Bros.

Alix.—R. F. Sanderson succeeded by Ed. McClung.

Edmonton.—O. Wratsky has opened a store.

Medicine Hat.—McPherson Bros. opened new store.

Coronation.—Jos. Mayhew opened store.

Crossfield.—Ontkes & Armstrong opened store.

Macleod.—T. M. Paulson started business.

Calgary.—Maguire & Dixon opened store.

S. W. P. SALESMEN'S CONVENTION.

The Sherwin-Williams Company of Canada held a salesmen's conference at their Montreal headquarters the first week in November, the week being spent in studying the processes of manufacturing and the advertising assistance given retail customers by the Sherwin-Williams Company.

HARDWARE HAPPENINGS

The Canadian Cordage Co., which went into liquidation last January, has been taken over by the International Harvester Co., Chicago, and operations will commence at once.

A window display of mits and gloves at this season will bring good business.

The Canadian Supply Co. have secured the contract for roofing the large Tudhope Anderson factory at Orillia. They recently completed the roofing of Clare Bros.' foundry at Preston and report that the year's business has been a phenomenal one for them, the demand for Leeknot Roofing and Sankote Asphalt Roofing having been particularly brisk.

W. C. McFarland, hardware, Parliament Street, Toronto, is doing a big business this fall in ready roofing. In each parcel that goes out of the store he encloses a sample of roofing.

John M. Adam, hardware, St. Mary's, Ont., has secured for 1912 the agency of the McLaughlin-Buick Motor Car Co. for St. Mary's and Mitchell. Mr. Adam recently supplied a nice order for glass. This comprised thirty cases of double diamond window glass to be used in the construction of a conservatory.

The St. Mary's Wood Specialty Co., St. Mary's, Ont., have contracted for their whole season's output of hockey sticks. This firm is turning out some new models in baseball bats, which should be leaders next spring.

GILLETTE CHRISTMAS ASSORTMENT.

The Gillette Safety Razor Co. of Canada, Montreal, are offering a special Christmas assortment to the Canadian trade to be featured as suitable holiday gifts to father or brother at Christmas time. The assortment includes a standard set in leather and pressed metal case, the pocket edition also in leather case, an attractive special to sell at $5, and the combination set in grained leather case fitted with soap and brush in metal boxes.

An assortment of this kind put in stock about the middle of November featured in a window display and shown in a prominent position on a silent salesman should be disposed of very quickly, and one or two additional assortments might also be sold before the end of the year if properly pushed.

The Gillette Company have been conducting an extensive advertising campaign in the leading daily papers and magazines for several years, and it remains for the local hardware men to take advantge of this publicity.

Every razor user knows the name Gillette, and recognizes in it a high standard razor which has been successfully used on millions of faces, and thousands of wives and sweethearts of razor users will be ready to invest in a Gillette razor set during the next few weeks if the suggestion is put to them in an intelligent manner.

HARDWARE CONVENTION ITEMS

The five Philadelphia hardware manufacturers who have exhibited for several years under the title of "Made in Philadelphia" Hardware, have decided not to exhibit at any hardware exhibition during 1912, their display at the Toronto Exhibition being the last they will hold for at least a year.

W. J. Carter, the live wire from Picton, sends word that he has already reserved a room at the Wellington Hotel, Guelph, during the hardware convention next February. This will be Mr. Carter's third convention and sickness or death will be the only things to keep him away.

Paint and Varnish Trades

THE HARDWARE MAN'S PAINT DEPARTMENT.

By G. H. Dirhold

The wise hardware dealer will recognize the wisdom of preparing to cater for every class of trade within his reach. He will also, as experience makes him better able to estimate supply and demand, form an idea as to what departments or sections of his stock will require extension. If his capital is limited—a not very uncommon thing in the early stages of business—he must weigh carefully the various matters that concern his trade, so that he may not hamper his prospects of success by a too general class of stock instead of a varied stock. He must recognize that in certain sections he needs to stock fairly well on the variety of wants catered to, to have an effect of completeness. Consequently, before commencing to consider adding a new line, it is advisable to have an idea of the requirements—the possible, present and future demand—so that proper space and selling effort can be devoted to the new line when it is stocked. A live paint department is the one great big opportunity for the retail hardware merchant. Its possibilities are only limited by the amount of push, energy and determination you put forth. Bear in mind that the people—the masses, if you please—are buying paint, and more paint, and will continue to buy, if not at your store, then elsewhere.

Paint a Necessity.

Paint is a necessity, not a luxury. Good paint is fully as important as insurance. Paint to the house is what clothing is to the body. Paint makes the home attractive, cheerful and enduring. A periodical investment in paint is judicious economy, because it actually costs less to use good paint than to go without it. In the long run good paint really costs nothing, as it eventually saves more than it costs.

In the old days one or two merchants could supply all the paint materials necessary for the annual or semi-annual painting season in the average community, and the field was limited generally to the paint necessary for the exterior of house and barns. To-day the economy and satisfaction in the touch of varnish here, mixed paint there, a little gilding or some enamel work in another place, have been so convincingly taught by the manufacturers of these various products that the paint field has been greatly widened among retail dealers.

A Profitable Side Line.

The hardware store is the natural and correct place for the sale of ready-mixed paints and paint sundries. Paint is bought and largely used by the kind of people that the average hardware man is in touch with—contractors, carpenters, builders and property owners visit the hardware store for other supplies and material. All these people are in a position to influence the sale of a great deal of paint.

Granting the fact that the hardware store is the proper place to find paints, and allied lines, the query naturally arises as to the best method of handling and moving the goods.

You and your clerks should know the line. For instance, in talking paint to an interested customer, don't simply pick up a can and say: "This can is 50 cents," and put your hand on the next can and say: "And this can is 40 cents," and so on down the line.

There are, of course, various and specific talking points and arguments for each article. The good paint salesman realizes that on his powers of presenting the right arguments to different customers depends the making of the sales. Take the same careful interest in selling the small can that you would in selling several gallons. The beginner especially should not neglect the small order for the big one; rather depend upon the little specialties for profit and to serve as advertising and getting your paint depatment on the map.

Complaints and How to Handle Them.

The hardware dealer handling paints has now and then complaints of alleged unsatisfactory jobs, with claims for refund or rebates. Occasionally these complaints are well founded, but generally they are not. The merchant should make it a rule to investigate all complaints promptly and thoroughly. Your success in building up a growing and permanent paint trade is largely dependent on the satisfaction of your customers. The loss of a single paint customer, if caused by dissatisfaction, is apt to cause the loss of others; therefore every effort should be made to promptly investigate complaints, and, if possible, to pacify the customer.

Most complaints are from people who attempt to use paint and are not familiar with it. For instance, they imagine that when they buy a quart of paint, all they have to do is to open the can and apply it without stirring; that, of course, is a common complaint, and very easily adjusted.

A careful and honest investigation will readily establish whether the complaint is right or wrong. If the fault is really in the paint, there is, of course, nothing to do but make good. If, however, the customer is to blame, a frank talk, without any trace of irritation, and giving good, legitimate reasons why the paint itself is not at fault, will in most cases convince any fair-minded man that his complaint is groundless.

Here is what one good paint manufacturer says of how he handles complaints: "When I receive a complaint from one of our customers, I first get all the information from the dealer that he is able to give. Then I have him open his books and find out how much paint, oil, turps, japan, ochre and lead, or any kind of material he has sold for the job, and if possible, the weather conditions. I then request of him the name of the painter who did the work. I interview the painter and get all the information he will give. He frequently gives up the key to the whole situation, with all the information that will help you out of what might have been a very difficult situation to explain and settle.

"Recently a complaint was made regarding a large dairy barn. The lower half of the paint, eight or ten feet high, had peeled in long peelings. This was puzzling to the owner and to the dealer. They could not

understand why the end of the barn was in good condition and the two sides had gone wrong. Upon investigation I found that the barn had been sprayed on the inside with whitewash, and the sun had drawn the lime and moisture through the boards, causing the paint to peel. It was not much trouble to convince the owner and the dealer that the paint was not to blame."

Hints on Advertising.

The preservation and upkeep of property are now important factors in the expense account of nearly every property owner. Painting is for the decoration and for the preservation of property. You will appeal to a universal love of beauty when you advertise paints, and the love of beauty is one of the strongest good-will assets the hardware store can have. It is the desire of every thrifty housewife during the year to do some painting. "If I knew how to go about it I would re-enamel this bath tub or re-stain this floor around the edges of this room," she says to herself. Why not tell her about your paint department, and how all these things may be purchased from you?

Cut prices should never be made a feature by themselves. A good policy is to advertise special prices for certain days, and at no other time, except for an occasional special sale on certain days, on special goods. Never cheapen quality. When you advertise a paint leader, let it be something attractive in appearance, of reasonable price, and the best quality to be had for the money. It is also of great importance that the clerks and store policy should re-enforce all newspaper paint advertising by their best efforts in showing and displaying advertised goods. The paint window display should be changed frequently and whenever possible it should show the goods advertised. Use one window regularly for advertising popular paint specialties and one for popular small hardware. Wherever feasible show window cards with prices plainly marked to accompany the popular articles.

All leading paint manufacturers have given considerable thought and expended much money in an earnest effort to provide their customers with attractive pictures and good "reason-why" copy that will make your paint advertising in the local papers more effective and more profitable. Remember the manufacturers' advertising matter is just as much your advertising matter as it is the manufacturers'. The only vital difference is that it costs him lots of money, while he furnishes it to you entirely free. In addition to booklets, circulars, showcards and follow-up literature of all sorts, many manufacturers are also glad to furnish electros for newspapers, or, in fact, prepare other suitable advertising copy without cost for any dealer who desires to clinch results and stimulate local paint business.

PAINT SALESMEN HOLD CONVENTION.

Lowe Bros., Limited, held a convention of their Canadian sales staff at the Queen's Hotel, Toronto, from October 31 to November 7. Chas. S. Kennedy, general manager, and Frank H. Brown, sales manager of the Canadian Company, directing the conference.

Lowe Bros. announce the appointment of the following salesmen:

J. E. Thompson (lately with Scarfe & Co.), Eastern Ontario; Jas. McMartin (recently with Sherwin Williams Co.), Northern Ontario; Milton Bergey (who has resigned as manager of Shelden School of Salesmanship), Western Ontario; N. F. Vanzant (of Wright & Vanzant, hardware dealers, Toronto), and E. D. Reid (formerly with Standard Paint Co. of Canada), Winnipeg and Western Canada.

Nearly a week was spent in thoroughly investigating the merits of "High Standard" paints, "Mello-tone" wall finishes and other Lowe productions and their utility for all classes of decorative and weather resisting requirements. After this the advertising and sales proposition was thoroughly gone into, Lowe Bros. having a most comprehensive and unique system of advertising for the retailer's benefit, including a variety of special window trims, signs, artistic printed booklets, mailing cards, etc.

The salesmen appointed will begin work immediately and will lay their proposition before hardware men of Ontario and the West with every confidence that the quality of their goods and the progressive methods of advertising will win for them a large share of the Canadian paint trade.

An announcement being sent out this week is a handsome folder with a cover printed in two tones of brown, the inside bearing an attractively printed paragraph under the heading "The Sign and What It Stands For," the sign being the well-known little blue flag bearing the little flag emblematic of Lowe Bros. high standard paint.

A HOLIDAY PAINT REMINDER.

Hardware dealers should impress upon their customers the advisability of decorating the house for the home-coming of the family at Christmas. There are floors to polish, woodwork to paint or varnish, walls to be done over, and several other things to make the home look most attractive for the greatest event of the year—the family re-union.

Paints, varnishes, floor stains, wall and ceiling preparations should be advertised, displayed and talked on from this on.

NEW HONE FACTORY COMPLETED.

Pike Manufacturing Co., Pike, N.H., have completed the erection of an entirely new addition to their factory at Littleton, N.H., to replace the structure which was destroyed by fire early last spring. The building will be given over entirely to the manufacture of artificial razor hones and carving knife hones. The increase in the demand for the Ezy Edge and Koenig Hones and the Kantbreak and Pike Carvo Knife Sharpeners, has necessitated the installing of an entirely new equipment of machinery. They are now in a better position than ever to take care of all orders promptly.

T. W. Brown, hardware, 242 Carlton Street, Toronto, has had an excellent paint trade this fall. He says paint constitutes one-third of his business, and is due to the fact that he takes care not to have old stock and to give customers good value for their money.

H. E. Burgess, representing the McClary Mfg. Co., of Winnipeg, met with an accident at Watson, Sask., on October 25, while driving from there to Spalding, a distance of twenty miles north, in an auto. While in the act of stepping out of same he dislocated his foot and ankle and will be incapacitated for a time. He is at the King George Hotel, Watson, under the care of Dr. Mulholland.

THINGS ARE GREAT OR SMALL, SUPERIOR OR INFERIOR, ONLY BY COMPARISON

This paper to all present appearance is white, but put a spot of zinc on it and you will wonder what ever made you think it was white.

Just as Lamp Black looks black, yet if you rub some out on a piece of glass and place beside it a spot of Drop Black, the Lamp Black looks gray. It only looked black as long as the eye saw nothing blacker.

So it is with paint. You may think all lines of paint are alike. You may think the line you handle to be the best available.

BUT HAVE YOU COMPARED?

All paint is not alike, just as all men are not alike. "HIGH STANDARD" Liquid Paint is either better or not as good as the line of paint you handle. Only on investigation can this be determined.

As a dealer, wouldn't you have a feeling of security if you knew absolutely you had a better paint than your competitors—wouldn't you feel you could sell more paint, make substantial profits and prosper ?

Then don't you feel that you should investigate the "HIGH STANDARD" Proposition ? We invite a comparison. If you are open to conviction without obligation attaching, write—

Lowe Brothers LIMITED

Paintmakers, Varnishmakers, Colormakers

Temporary Office, 261 King Street West, Toronto

Dayton, New York, Boston, Chicago, Kansas City

NEAT—HANDSOME—CONVENIENT



Made in Quarter Cut Oak—Fumed Finish—10" Wide by 22" High

Another link in the chain of selling helps supplied to

Minerva

Agents.
This cabinet keeps the handsome "Minerva" color folders neat, clean and convenient.

It saves time, as well as being an attractive ornament to your store.

The "Minerva" proposition is a money-maker for aggressive dealers.

Write for Particulars

PINCHIN, JOHNSON & CO. (Canada) Limited

377-387 CARLAW AVENUE, TORONTO

ESTABLISHED IN ENGLAND, 1834

BOECKH'S BRUSHES

IN COUNTER DISPLAY BOXES



Are convenient to handle and keep the goods in plain view of prospective customers.

The Flat Varnish Brushes retail at 5c, 10c, 15c, 20c and 25c.

The Flat Paint Brushes retail at 20c, 25c and 30c. The most advantageous way of handling lines suitable for the householder.

Write for Prices

THE BOECKH BROS. COMPANY, Ltd.

OFFICE: 80 York Street — TORONTO, CANADA — FACTORIES: 158 to 168 Adelaide St. West

PLATE SHEET FIGURED LEADED MIRRORS

We carry in stock Plate Glass of all thicknesses ranging from $\frac{1}{8}$" to $1\frac{1}{4}$". Write us when you require anything special in Glass.

If you require Leaded Glass we would be pleased to send you our Catalogue of colored designs upon receipt of your request.

The Consolidated Plate Glass Co.

of Canada, Limited

Toronto Ontario

Quality sells our Glass

When buying Window Glass, see that you get the world-wide brand

BRITISH GLASS P.B.

Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL TORONTO
WINNIPEG VANCOUVER

Works:—St. Helens, England

Market Situation

THE HARDWARE MARKETS.

The demand all along the line is excellent. Orders are coming in plentifully, and it is keeping jobbers on the jump to fill orders. The demand is, on the whole, very even. Collections are up to the mark, and payments are being met promptly.

Advices still keep coming from the German and Sheffield makers of cutlery, stating that it will be necessary to maintain the recent advances owing to the extra cost of manufacturing, caused by the Governments' enforcing the latest Acts for the protection of workmen.

A large business is being done in wire nails. There is a good consumption throughout the whole country, and manufacturers are being taxed to their capacity to keep pace with the trade. Not much is being done in fencing wire, except a few lots for repair purposes. The low prices in the States are having no appreciable effect on this market.

Cotton goods, such as rope, etc., are easing off slightly. This is due to the good crop in the United States, and, too, the price has been abnormally high and was due to take a drop.

There is a good demand for Christmas goods. Retailers everywhere are stocking up with cutlery, plated ware, cut glass, skates, toboggans, snowshoes, moccasins, meat and food choppers, iron toys, percolators, and other necessary household staples that make acceptable gifts. The skate trade is pretty evenly divided between the German and Canadian makers.

Sporting goods are easing off a little, but the season has been a particularly good one. Shot gun ammunition has been booming owing to the open season for pheasants and partridge.

In builders' and heavy hardware the demand is steady. Everything is going along nicely and there is nothing whatever to worry about.

There is a good, steady demand for lumbermen's supplies in all lines.

FEATURES OF THE PAINT AND OIL MARKET.

The prepared paint business is starting to slacken off somewhat, although a good business is still being done. The slight relaxation, however, is being considerably offset by the demand for interior finishes and stains. This year has been an exceptional one in the paint trade. All houses report largely increased sales, and the prospects for spring are very bright indeed.

The demand for white lead is rather quiet, and prices are still away up. The reason for the slight decrease in the demand is that hardware men have been buying quite extensively while the price was soaring and are now holding fairly large stocks. The present price of $6.90 in less than ton lots, $6.75 in ton lots, and $6.60 in five-ton lots. The sensational advance in pig lead has put the price up to a figure where the grinders find very little money in it, even at the present high price of the finished article.

The turpentine market is not very active. Prices are fluctuating almost every day. Speculators have got hold of the situation, and, too, the weather in the south has been very favorable to the producers and stocks have accumulated. Then, again, the demand has fallen off slightly and prices are easier. The price generally advances at this time of year, but this season it is dancing all over.

The linseed oil market is inclined to weaken, in competition with English quotations, although in the United States it is still very much higher than it is here. Present prices are $1.05 for raw and $1.08 for boiled, but this may not stand any time. In fact, it may be lower before this issue is out. Futures are quoted at several cents a gallon less than present delivery prices.

Shipments of window glass are starting to arrive after the long delay, although some dealers are complaining of the shipments not being well sorted up. Exporters are shipping in small lots instead of in bulk. Consequently stocks are very badly sorted now. In spite of the fact that deliveries are now being made, prices will not ease off. In fact, they will in all probability rise higher. Jobbers say there is no money in it for them at present prices. A good stock of glass means money to the dealer.

Putty is in good demand, in sympathy with glass. There are a great many grades on the market, and it keeps a merchant guessing as to just what to buy. Jobbers say they should get $3 a cwt. for good putty, but present quotations range from $2.10 to $3.

THE STOVE SITUATION.

The comparatively mild weather of late has been a great boon to the stove manufacturers. Fewer new orders are being booked now, and it is giving them a chance to catch up with orders already on hand. They are now able to fill the more pressing demands, and hope by the end of the month to be able to satisfy everyone.

October was the biggest month the dealers ever had, and they thought that on account of this the sales during the rest of the season would fall off. Happily their thoughts did not materialize, and this year has been the biggest in the history of the industry.

Stove boards, coal hods and other stove accessories are in very active demand.

All seasonable lines of enamelled ware are moving freely, and big shipments are being made every day. To a large extent this is taking the place of tinware, on account of the cheaper price. However, tin wash boards and oil cans are having a good run at this season.

THE METAL MARKETS.

The general situation seems to be improving, and it looks as if the corner had been turned, as far as low prices are concerned. As yet, however, prices remain the same as last month. There is a large volume of business being done, but jobbers state there is absolutely no money in it for them at present prices, and that a rise all along the line is inevitable.

There is an absolute famine in spot spelter. Jobbers are unable to secure it any place on account of the very great demand.

Tin is still under the control of the syndicate, and it begins to look as if this could not be broken. In Europe metals are marketed just like stocks; you can put up 10 points and the bank will put up the other 90.

Copper seems to have turned and the outlook for this metal is much brighter than it has been for a long time. Locally there is no change in price, but jobbers state there will have to be a rise soon, as the present price is altogether too low.

Pig iron is in good demand, and prices are rather steadier. Canadian iron is worth $18.50 per ton; Middlesboro, $19.50 per ton, and Glengarnock Scotch $22.50, f.o.b. Toronto.



TALKS ON PAINT SELLING

No. 3

Economic production has been conspicuous in the growth of The Sherwin-Williams Co.

To establish and maintain the highest standard of paint and varnish excellence and to market our products at the fairest prices consistent with their quality, has involved the acquirement and control of the most improved equipment, warehouse facilities and raw materials.

These things all have a significance for you, Mr. Dealer. There is unusual quality, prestige and selling force back of a product that requires five enormous paint and varnish factories, two dry color plants, two complete linseed oil mills, the direct ownership and operation of lead and zinc mines and smelters, a large white lead corroding plant, two box factories, printing plants and machine shops.

This great business is the effect of growth, not combination.

Big business rests upon Demand, Demand rests upon Public Confidence, and that's the greatest Selling Force in the world.

These forces are all a part of the equipment of the Sherwin-Williams Agent. The success of our business rests upon the success of our agents. Could we say more?

THE SHERWIN-WILLIAMS CO.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

The Opening Wedge

To New Business

Is the best goods at a reasonable price.

New business is absolutely essential to any paint dealer, his business cannot stand still for any length of time — it must go forward or go backward. That is a law of nature which works out in everything, great or small.

You want new business, Mr. Dealer, but you can't get it without an entering wedge. You will find the entering wedge to new business is



To Re-Order Business

Is the same force that brings in new business — quality which gives universal satisfaction. The re-order must be filled with the same quality that brought the original order, otherwise there will be no more business from that customer.

You will find, Mr. Dealer, that our quality is just as strong a force for re-order business as it is for new business. The opening wedge to re-orders is

MARTIN-SENOUR PAINT
100% PURE

Honesty in manufacture and advertising is the material in this wedge. Its point is sharp and every blow you strike, the more business it opens to you.

As a live 20th Century business man you naturally are anxious to get the goods that will bring in the most business.

Mr. Dealer, you can get them by writing for our agency proposition. It is open to all live dealers, the kind that want to go forward.

THE MARTIN-SENOUR CO., Limited

Montreal **Pioneers of Pure Paint** **Chicago**

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

There is a great scarcity of spot lead. The demand has been excellent, and the price has steadily risen, till now it is 4½ cents, the highest price it has been for some time. Governments of European countries are buying in large quantities.

Antimony is quiet and firm. Prices are holding the same at 7½ to 8 cents.

Sheets and plates are in active demand, and the condition of the stock is improving.

The market in iron pipe is very firm, and on account of the good demand prices remain steady. The steamfitting season is now in full swing, and this is creating lots of trade.

There is a good, steady demand for brass valves. Business has been brisk all fall, and it will hold out till Christmas. January is usually a dull month, but during February it picks up and remains good till the end of the year.

Enamelled baths are remaining at the same price—30 per cent. off the list, and 30 and 5 per cent. off lavatories. This year has seen a lot of building, and the demand for this class of goods has been excellent.

WESTERN HARDWARE MARKETS.

Business still goes on splendidly. There is a possibility of a falling off later, but all the wholesalers are sending out a lot of goods and travellers all state that business is better in Western Canada than anywhere else they sell goods.

The year which is coming to a close quickly will prove one of the biggest in hardware that the West has ever known. The crops, in spite of all the adverse conditions, will make a fine total. Probably the grade will not be so high, but it will bring a lot of money nevertheless.

Fall shipments of winter goods are arriving in big quantities now, and from the amounts bought it would seem that hardware jobbers expect a big winter's business.

Building operations are still very active, and all lines pertaining to this trade are selling well. Sporting goods and cutlery are going specially well.

Paints and varnishes show big demand, while plumbing and heating lines cannot be had quickly enough.

Stoves and ranges are moving rapidly, and heaters are sure to go out in quantities soon.

All staple lines are selling well, at prices not much changed from last month's.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto — **52 Canada Life Building, Montreal**

ROSS & WRIGHT

Insurance Counsellors — Adjusters of Fire Losses for the Assured

67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head five cents per agate line each insertion. About seven words to one line. Remit when ordering.

ARTICLES FOR SALE

PLASTER PARIS FOR SALE. We have a quantity of Plaster Paris which we are prepared to offer to the trade at attractive prices. This is a staple article. Write phone or wire if you want any. JOHN BAILES & SONS, Oshawa, Ont.

BUSINESSES FOR SALE

FOR SALE Hardware, Stove and Granite Business. Established thirty years, doing a splendid business, stock will run about seven thousand, and in fine shape. Yearly turnover twenty thousand; good store, can be rented or bought; fine farming country. This business will stand closest inspection. At rate on the dollar. Wish to retire. D. FERGUSON, Teeswater.

FOR SALE Hardware, Stove and Tin Business. Established over 20 years. Stock about $5,000. Must be sold at once. Good stand and business. J. D. MURDOCH, Simcoe, Norfolk County, Ont.

BUSINESS CHANCE IN WESTERN CANADA

A young hardwareman with experience is wanted to take charge of hardware store in new town in Saskatchewan, either on straight salary or on a basis of 50 per cent. interest in the business in addition to salary. Must be able to prove reliability and capability. Address P. H., Room 410 McKinnon Building, Toronto.

CANADIAN AGENT WANTED

Manufacturer of gasoline lighting system is desirous of arranging for representation in Canada with agent who will carry stock and push sale. Will give reasonable terms and advertise liberally. The system is a dandy as investigation will show. Apply S. G. L. Co., 410 McKinnon Bldg., Toronto.

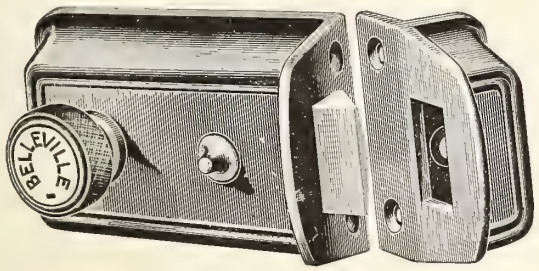
SALESMEN WANTED

Owing to the transferring of some of our best salesmen to foreign sections and others to the sales work on our new Filtration System and Meter proposition. The first of the year we shall want a number of high grade salesmen to work on the General Store Trade and Public and Private Garages. This work requires good salesmanship and hard work but is very pleasant and profitable for such men as can meet these requirements. Our goods are well known everywhere and of the hundreds of thousands of users, there are few that would think of being without our outfit for double what they cost them. That our salesmen like their work and it is profitable for them, is proven by the fact that they remain with us, many of our first successful salesmen still being with us after twenty-five years of service. We find in working the Store trade, that frequently a good, live hardware clerk, who knows how to sell goods and is not afraid of work, is a big success with our line. We also find that grocery salesmen, hardware salesmen and salesmen in other lines, calling on the General Store trade, are very successful with us. We will have territories vacant in many sections of the country and have splendid opportunities for a number of the right sort of men. Correspondence should be directed to D. A. Corey, General Sales Manager.

S. F. BOWSER & COMPANY, Inc.
Fort Wayne, Indiana.







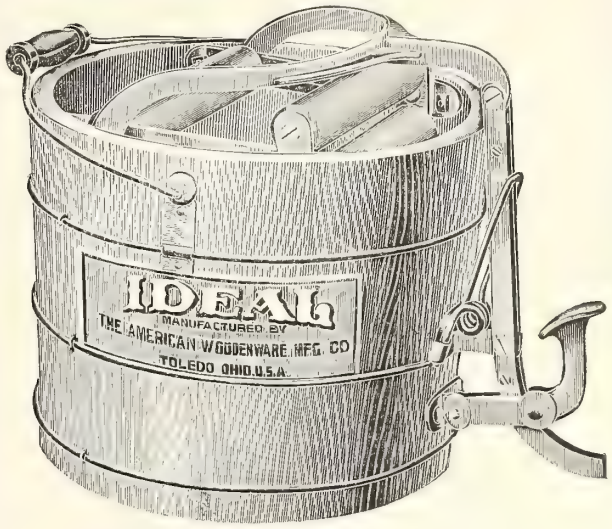
Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

THE IDEAL COMBINATION
MOP WRINGER AND BUCKET

The three-roll flexible mop wringer that adjusts itself to the uneven thickness of the mop. The mop is wrung twice while passing through the rolls. Has improved pattern ear that sets flush on side of pail, and the bail is held free and clear from top edge, so that the mop cannot get fast or tangled in the ear and bail. Is provided with our patent roll leaver and curve brace, that insures an easy but uniform pressure on the mop.



Made in three sizes. Packed six in each crate.

Manufactured by
The American Woodenware Mfg. Company
TOLEDO, OHIO, U. S. A.
Lyons & Marks, 120 Bay Street, Toronto, General Agents

REVOLVING CASES
For Bolts, Screws and other articles



Save time and money and mixing of contents of drawers. A handsome piece of furniture as well as very useful for bolts, screws and other articles. They are used by Hardware Dealers, Plumbers, Machine Shops, Auto Manufacturers, Dealers and Repairers. Each drawer is locked in the Case to prevent its removal, therefore the contents of the drawers are not apt to get mixed. These Cases are made square with square drawers, or octagonal with V-shaped drawers as desired. They are well finished and will last indefinitely. Sold by all jobbers in Hardware and Auto Supplies.

Manufactured by

American Bolt & Screw Case Co.
DAYTON, OHIO, U.S.A.



The Early Morning Shave

is now made a Comfort and a Delight. Pike Strop-Hone users are multiplying daily and every man that's using one is telling his friends about it. Every one sold is sure to sell a dozen more. As a dealer, why not come along with us and share some of the profit?

Pike Mfg. Co., Pike, N.H.

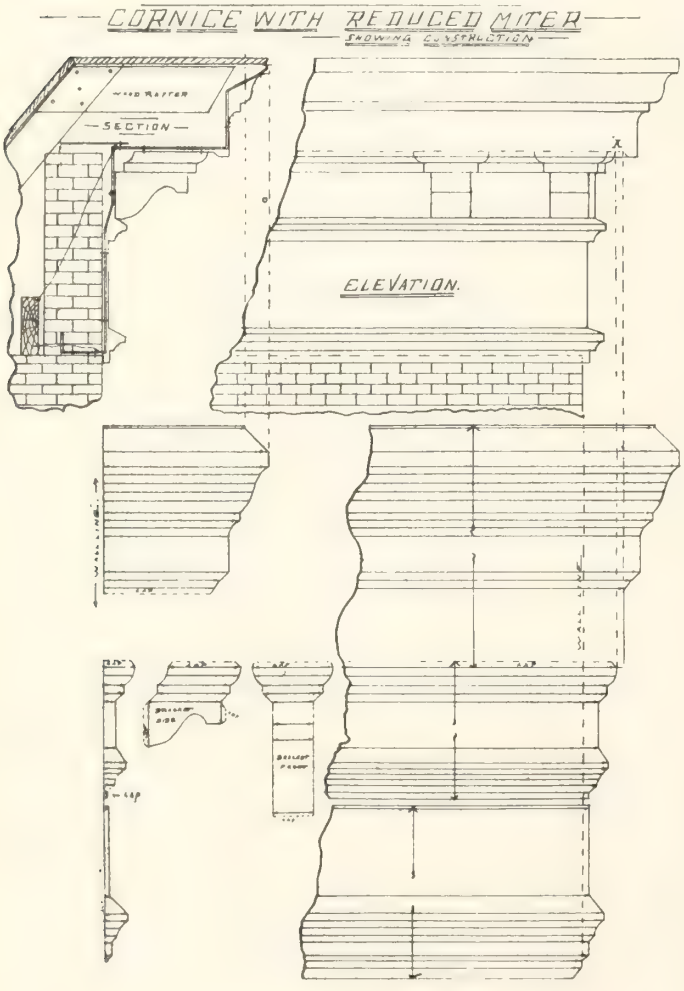
Patterns for the Tinshop

Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

CORNICE WITH REDUCED MITER.

This drawing shows the elevation and section of a cornice with projection reduced and the miters developed from it, the cornice being reduced in the soffit as at A.

To develop the miter for the full projection take the stretchout of full projection of section and place stretchout as shown on wall line and draw lines indefinitely from all spacings at right angles with wall line, which is the stretchout line. Next drop lines from all points in section to corresponding lines in stretchout. Drawing lines through the intersecting points in stretchout lines will give the pattern for full projection. This same method is used to develop patterns for crown, bed and foot molds for any square return miters. The patterns for the reduced projections as



shown in elevation are gotten by the same method as just explained for full projection of section. The stretchout for reduced projection must be taken from reduced profile A of elevation continuing as before explained. The patterns for brackets are gotten by the same method.

This section also shows the iron braces to stiffen cornice marked for bolts at suitable parts of brace. It also shows the wall anchors required to be bolted to the iron braces and extend back and turn down in brick cornice backing. It also shows the temporary wires which hold the cornice until the wall anchors are bricked in.

A DEPENDENT TIN PLATE INDUSTRY.

Important as has become the tin plate industry of the United States, the fact that it is practically dependent upon foreign markets for its raw material is possibly not always remembered. This was brought home to the manufacturers a few weeks ago when the railway strike in Great Britain threatened to tie up for an indefinite period traffic upon the high seas as well as upon the railways of Great Britain. Even the delays in shipments that were experienced caused some discomfort, and it has been declared that had the strike been maintained and shipments from England discontinued for a few weeks the effect would have been most disastrous to the tin plate industry of the United States.

The quantity of tin ore mined in the United States is negligible. In fact the domestic supply is largely obtained from scrap tin of various kinds. The main quantity is recovered from scruff and drosses or in alloys. A large quantity is also obtained from scrap by electrolytic treatment. The process of recovering from old tin cans is not a very encouraging one. The cost of collecting, transportation charges and inability to dispose of the old black plate from which the tin is wholly or partly removed are the principal reasons given why more old tin cans are not utilized.

It is evident that after all the tin plate industry of the United States must be largely dependent upon the British and other foreign markets for its supply of raw material. This is not very pleasant for the American tin plate manufacturer, but it probably is of some satisfaction to his competitor in Wales.

The census report recently issued shows the value of the products of the tin and terne dipping plants in 1909 was $47,970,000, an increase of 50 per cent. in ten years.

Canada's imports of tin and manufactures thereof of various kinds last year aggregated $4,240,781. Of this $2,473,539 came from the United Kingdom and $2,028,-229 from the United States.

JAPAN TO MAKE NAILS.

Japan is advancing another stage in civiilzation. It has decided to go into the manufacturing of nails. The country consumes 40,000 tons of "French" nails a year, all of which are imported. The Imperial Iron Foundry will produce the nail iron and others will make the nails. The start will be made this fall, and it is estimated that the home factories will soon be making "French" nails at the rate of 25,000 tons a year.

The customs duty on nails entering Japan has been more than doubled in order to afford protection to the growing industry.

Germany is Japan's chief source of supply for nails at present, with the United States next in order. Canada does not appear in the trade returns.

Previous attempts to manufacture nails in Japan have not been successful. That they will, however, eventually succeed is quite probable. The Japanese are the kind of people that try until they succeed.

M-L Paints



Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line.

Get particulars from

IMPERIAL VARNISH & COLOR CO., LIMITED

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg

524 Beatty St., Vancouver

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

SELL CEILINGS FOR LARGE PROFITS

¶ We are hammering the PRESTON Steel Ceiling idea into the public mind these days by a strong series of newspaper ads.

¶ The result will be reflected in inquiries that will come to you. Are you *ready to handle* these inquiries and *nurse them* into orders.

¶ The profits on PRESTON Steel Ceilings are large, and—as a side issue—you will most likely land the paint order that *has* to be given when PRESTON Steel Ceilings are to be used.

¶ Have you on file our Catalogue No. 24 and our trade price list No. 48?

Metal Shingle & Siding Co.
Limited
PRESTON and MONTREAL

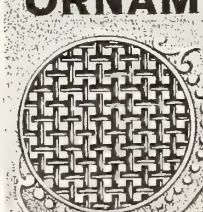
A SCHOLARSHIP IN THIS SCHOOL

Will enable you to detail and develop anything in the sheet metal line.
This is the best time of year to enroll.
Write for our new circular giving full information concerning this school and five large drawings, 15½ x 18½, also a full list of the 125 school plates.

Enclose 4c. in stamps to cover postage.

GRAY'S SCHOOL
3537 Third Avenue - - NEW YORK CITY
When writing please mention this journal.

ORNAMENTAL IRON WORK



WIRE CLOTH AND WIRE GOODS

Perforated Metals
Genuine Antique
Bronze Fly Screen Cloth

Canada Wire & Iron Goods Co.
HAMILTON, ONT.

Bigger Business---Better Profit

are assured the Hardwareman who features

International Varnish Products

They are the perfect products of 40 years' experience in varnish making, and have no superiors the world over. Leading dealers everywhere have built up business with International Goods. Take

Elastica

Floor Finish for instance. Its peculiarly elastic properties, combined with its remarkable wearing qualities, have made it a prime favorite for interior work.

ELASTICA positively will not mar, scratch or turn white. It is unaffected by moisture, and dries dust free in from four to six hours.

ELASTICA No. 2 is equally satisfactory for interior trim. May we have the chance to explain to you fully why you should recommend and sell International Varnish Products?

MADE BY THE

All International Products are sold in full Imperial Measure Cans

INTERNATIONAL VARNISH CO. LIMITED

CANADIAN FACTORY OF STANDARD VARNISH WORKS

TORONTO WINNIPEG

F87

THE BEST MADE

This is the opinion of all Hockey players who have used

STILL'S SPECIAL HOCKEY STICKS

They are made of the best Rock Elm, nicely shaped and well finished. Our other makes are EMPIRE, IMPERIAL and CHAMPION, which are all great sellers.

Get our prices before placing your orders

J. H. STILL MANUFACTURING COMPANY, Limited

ST. THOMAS :: ONTARIO

MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited

46 Adelaide Street West, Toronto, Ont.



Do you know that people are attracted to a well lighted store and that consciously or unconsciously they avoid a poorly lighted one. You can make your store attractive—bright and inviting by using Rice-Knight Lighting System. Can be installed anywhere—burns same as city gas—always ready to light. Cheaper than gas or electricity. Make your store the brightest spot in town. Let us tell you how—write today for booklet "S."

RICE-KNIGHT LIMITED, TORONTO

Local hardware agents wanted in every town.

When writing to advertisers, kindly mention the Canadian Hardware and Stove Journal.

PREVAILING MARKET PRICES.

Toronto, November 12th, 1911

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20

Antimony, per lb. 0 08

Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23

Copper ingots, casting..... 13¼
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21

Black Sheets, 28 gauge base,
Toronto 2 80
Montreal 2 40

Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30

Galvanized Sheets, Fleur de Lis, Queen's Head.

16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge.....	3 90	4 15

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized, base, 1 inch 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Bar Iron, per 100 lb..... Toronto 2 05
Forged iron 2 20
Refined horseshoe iron.. 2 30
Sleigh shoe and mild steel 2 15
Iron finished steel, 2 15 2 25
Fire steel 2 35
High speed steel 0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 18 25
Middlesboro, No. 3 .... 19 00
Radnor (charcoal) 32 50

Lead, Canadian pig 4 25
Imported pig, 100 lb. 4 60
Bar pig 5 25
Sheets, base, 2½ lb.sq. ft. 5 00
Pipe and waste .....30 p.c.
Traps and bends .....50 p.c.

Solder, half and half, lb., 24½ 26½

Spelter, foreign, per 100 lb. 6 75

Sheet Zinc, 500 lb. casks.. 7 50

Tin, ingots, 100 lb...44 00 46 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots..... 7 25 7 35
72x30 up to 26 gauge, case lots 7 85

Scrap Metal, Dealers' Buying Prices—
Heavy Copper and Wire lb. 11¼
Light copper bottoms ... 09¾
Heavy red brass 10¾
Heavy yellow brass 08½
Light brass 06½
Tea lead 02½
Heavy lead 02¾
Scrap zinc 0 04
No. 1 wrought iron 10 00
Machinery cast scrap, No. 1 .....14 50
Stove plate 13 00
Malleable 9 00
Miscellaneous steel 6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins 0 80 0 85

Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty—	1st.	2nd.
Bulk in casks 2 35		2 00
Bulk 100 lb. drums 2 70		2 40
Bladders in barrels....2 90		2 60

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 7
Linseed Oil, single barrel, raw 1 05
Linseed Oil, single barrel, boiled 1 08

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—
Canadian pure, less than ton. 6 90
Canadian pure, ton lots..... 6 75
Canadian pure, five ton lots.. 6 60

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 09½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 30 and 5 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger.

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.35.

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.00 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.

Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick. 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian 50 and 10 per cent.

Mallets—Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 08½
Pure Manilla rope ... 0 10½
"British" Manilla ... 0 08¾
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09
Lath Yarn, single.... 0 08
Lath Yarn, double ... 0 08½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95
Cotton clothes line, 27½ off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85
Mrs. Potts, No. 50, nickle-plated, per set..... 0 95
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. ... 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs 1 60

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel .....85 and 10
Wood, R.H., bright ..80 and 10
Wood, F.H., brass ..75 and 10
Wood, R.H., brass ..70 and 10
Wood, F.H., bronze ..70 and 10
Wood, R.H., bronze..65 and 10
Drive screws .....85 and 10
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes—
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk. 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 15x24, $2; 18x30, $2.35; 18x36, $3.50.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Premier steel ware, 60 and 10 p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 40 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flat ware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

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J. H. Still Mfg. Co., St. Thomas.

HINGES.
Canada Steel Goods Co., Hamilton.
Cowan & Britton, Gananoque.
Taylor Forbes Co., Guelph.

HOCKEY STICKS.
J. H. Still Mfg. Co.

ICE CREAM FREEZERS.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

JOIST HANGERS.
Taylor Forbes Co., Guelph.

KNIVES (Draw).
Allan Hills Edge Tool Works, Galt.

LAMPS AND BURNERS.
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LANTERNS.
Thos. Davidson Mfg. Co., Montreal.
Ontario Lantern & Lamp Co., Hamilton.
Sheet Metal Products Co., Toronto.
E. T. Wright & Co., Hamilton.

LAWN MOWERS.
D. Maxwell & Sons, St. Marys.
Jas. Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

LIGHTING FIXTURES.
Jas. Morrison Brass Mfg. Co., Toronto.
Rice-Knight Co., Toronto.

LOCKS, KNOBS, ETC.
Belleville Hardware & Lock Mfg. Co., Belleville.
Hamilton Stove & Heater Co., Hamilton.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Taylor Forbes Co., Guelph.

METALS (Sheet and Ingots).
A. C. Leslie & Co., Montreal.
McClary Mfg Co., London.
Sheet Metal Products Co., Toronto.
U. S. Steel Products Co., Montreal.
B. & S. H. Thompson, Montreal.

NAILS (Wire)
U. S. Steel Products Co., Montreal.

OILERS.
Thos Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

OIL STONES.
Pike Mfg. Co., Pike, N.H.

OIL STOVES.
Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London
Queen City Oil Co., Toronto.
Sheet Metal Products Co., Toronto.

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S. F. Bowser & Co., Toronto.
National Equipment Co., Toronto.

ORNAMENTAL IRON WORK.
Canada Wire Goods Co., Hamilton.

OVEN DOOR SPRINGS.
U. S Steel Products Co., Montreal.

PAINTS AND VARNISHES.
Brandram Henderson, Ltd., Montreal.
Canada Paint Co., Montreal.
Canadian Oil Companies, Toronto.
Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto.
Glidden Varnish Co., Toronto.
Lowe Bros., Ltd., Toronto.
Martin-Senour Co., Montreal.
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Ohio Varnish Co, Cleveland.
Pinchin Johnston Co., Toronto.
James Robertson Co., Toronto.
Sherwin Williams Co., Montreal.

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John Lysaght, Ltd., Bristol, Eng., and Montreal.

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Gillette Safety Razor Co., Montreal
International Distributing Co., Montreal.

RAZOR HONES.
Pike Mfg. Co., Pike, N. H.

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Canadian Heating & Ventilating Co., Owen Sound.
Clare Bros., Preston.
Ferrosteel Co., of Canada, Bridgeburg.
Gurney Foundry Co., Toronto.
McClary Mfg. Co., London
James Stewart Mfg. Co., Woodstock.
James Smart Mfg. Co., Brockville.
Tuttle & Bailey Mfg. Co., Bridgeburg.

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Metal Shingle & Siding Co., Preston.

ROOFING (Prepared).
Brantford Roofing Co., Brantford
Canadian Supply Co., Toronto.
Standard Paint Co., of Canada, Montreal.

REFRIGERATORS AND ICE CHESTS.
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McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

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Lufkin Rule Co., of Canada, Windsor.

SAD IRONS
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Taylor Forbes Co., Guelph.

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Goldie-McCulloch Co., Galt.

SAWS.
E. C. Atkins & Co., Hamilton.

SCALES.
Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.
B. Greening Wire Mfg. Co., Hamilton.

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American Bolt and Screw Case Co., Dayton, Ohio.

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McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto
B. & S. H. Thompson, Montreal.

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H. S. Howland Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto
Tobin Arms Mfg. Co., Woodstock.

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Butterworth Foundry Co., Ottawa.
Burrow Stewart & Milne, Hamilton.
W. J. Copp, Son & Co., Fort William.
Thomas Davidson Mfg. Co., Montreal.
Doherty Mfg Co., Sarnia.
Down Draft Furnace Co., Galt.
Enterprise Foundry Company, Sackville, N.B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Grimsby.
Adam Hall, Peterboro.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
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James Smart Mfg. Co., Brockville.
James Stewart Mfg. Co., Woodstock.
Supreme Heating Co, Welland.

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G. L. Sterne & Son, Brantford.

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U. S. Steel Products Export Co., Montreal.

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J. J. Turner & Son, Peterboro

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Pike Mfg. Co., Pike, N.H.
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TOOLS.
Allan Hills Edge Tool Works, Galt.

TRAPS.
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Page Wire Fence Co., Walkerville.
U. S. Steel Products Export Co., Montreal.
Universal Vacuum Cleaner Co., Montreal.

VALVES.
James Morrison Brass Mfg. Co., Toronto.

WAFFLE IRONS.
Taylor Forbes Co., Guelph.

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Cummer Dowswell, Ltd., Hamilton
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

METAL WASHBOARDS.
Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).
Canada Steel Goods Co., Hamilton.

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Kennedy Hardware Co., Toronto.
Lewis Bros, Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Limited, Regina, Sask.
Peterboro Hardware Co., Peterboro.

WIRE FENCING.
Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.
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The insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of the McCaskey Gravity Account Register System, the chances are you have none.

Only One Writing — **The McCASKEY SYSTEM** — First and Still the Best

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A letter or postal will bring you information without obligation on your part to purchase.

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408 McKinnon Building, Toronto

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Address _____

Date _____

Mail it to-day

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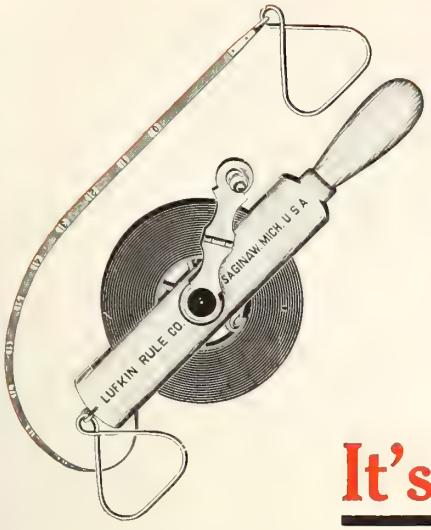
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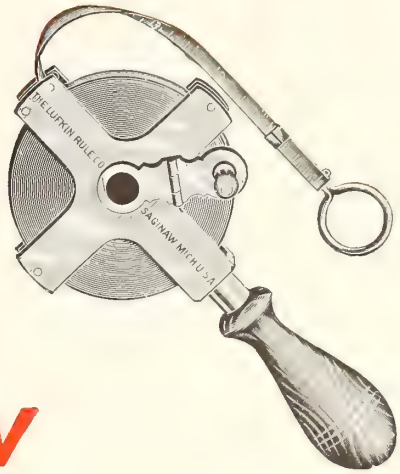
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Used once, used always, if not the identical tape, another of the same brand.



WHY?

It's A LUFKIN

MEASURING TAPES OF QUALITY

They appeal to your sense of precision, to your sense of the appropriate. Made with an eye to the work they have to do; their sustained high reputation is your assurance that they have always done it well.

THE BEST SELLING LINE IN THE WORLD

They embody the latest improvements; notable among these is our method of marking. The last preceding foot mark is repeated at each inch in every foot, rendering reading easy, quick and sure. This method of marking is regularly used on all our steel tapes.

PATENTED AND USED ONLY ON LUFKIN TAPES

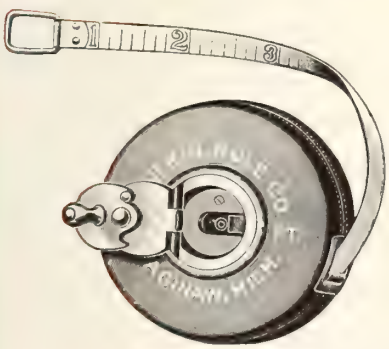
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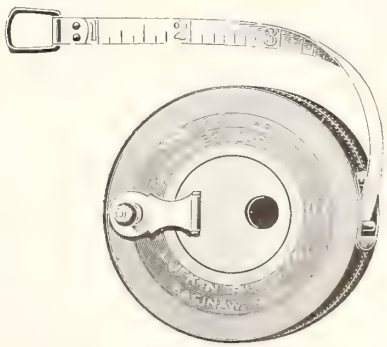
Instantaneous Readings



"Renders assurance doubly sure"

LUFKIN Tapes are Dominion Made. They are favorably known by those who have used them, and widely known to the public generally through our advertising to the user direct. They are sold through the hardware jobber; and as they are stocked by all Canadian jobbers, can readily be obtained by dealers wherever located.





We should be pleased to send you a catalogue

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WINDSOR, ONT.

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation. Increases trade. Increases profits.

BECAUSE It enforces a correct record of All cash sales. All credit sales. All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satifies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business give the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made.
They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. : : : :

Ask for complete information about the "Get a Receipt" plan. Write

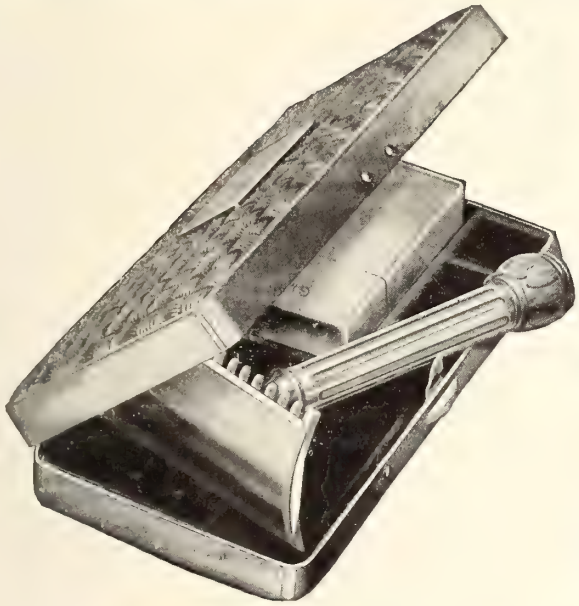
The National Cash Register Company

F. E. MUTTON, Manager for Canada

285 YONGE STREET, TORONTO

Vol. 3. No. 12. December, 1911

CANADIAN HARDWARE
STOVE & PAINT JOURNAL



Put the GILLETTE On the Firing-Line

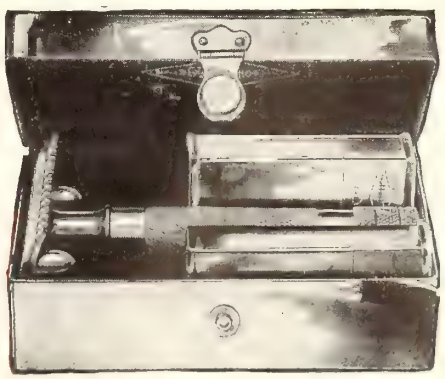
As a Christmas Specialty it is certainly a quick-firer.
Attractive as a piece of jewelry.
Useful 365 days in the year.
The keenest, quickest razor the world has ever seen.
The best advertised and best known $5.00 article in your store.
Just the right price for a really good Christmas present.
Solves the hardest Christmas problem—what to get for a man.

Order More GILLETTES by Night-Letter

Don't miss sales by letting your assortment run short. You can often sell a Pocket Edition or a Combination Set (the Traveller's Friend) as a gift for a man who already has a Standard Set, so be sure to keep some of these styles on hand. Put them out on the firing-line, in your window and on your counters, where Christmas shoppers can't miss them.

Read the folder we are sending you, particularly the "GILLETTE Assortment" on page 2, and make good use of page 7—or send in your orders by Night-Letter.

Order quickly—NOW—and we can ship quickly.
Later on we may not be able to do so.



Gillette Safety Razor Co.
of Canada, Limited
Office and Factory: 63 St. Alexander Street, Montreal

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KNOWN THE WORLD OVER

Commercial Press, Limited, Publishers 408-410 McKinnon Building, Toronto



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See the V

VICTOR V ONEIDA COMMUNITY

ONEIDA COMMUNITY, LTD., Niagara Falls, Ont.

Also makers of Newhouse, Hawley & Norton, and Oneida Jump Traps.

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We carry extensive lines of exclusive articles suitable for Christmas trade and guarantee prompt delivery and best attention to your requirements. At this season you will most likely have requests for something you do not stock. Look over the comprehensive list below and you'll probably find it there. We have become known as *"The store with the exclusive stocks."*

Brass Kettles and Stands
Brass Desk Sets
Brass Jardinieres
Brass Fern Pots
Brass Candlesticks
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Chafing Dishes
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Percolators
Casseroles
(In Heavy Nickel Plated Cases)
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Water Pitchers
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Flower Vases
Bon-Bon Dishes
Celery Dishes
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Plateaux
Brass Fenders
Brass Andirons
Fire Sets
(Brass and Steel)
Brass Coal Hods
Brass Fire Screens
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(Ivoride Handles and best Sheffield Steel Blades)
Ivory Handled Knives
(Best Sheffield Steel Blades)
Pearl Handled Knives
(Best Sheffield Steel Blades)
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Forks (all kinds)
Knives (all kinds)
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Gravy Ladle
Bon-Bon Dishes
Bon-Bon Tongs
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(Extensive showing)
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Scissors in Cases, Etc.

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RICE LEWIS & SON, Limited

TORONTO Main 4040 CANADA

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Russwin Food Choppers

Pocket Cutlery and Butcher Knives

47 - 11 Razors

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CARVERS.—Maleham & Yeomans, Jos. Rodgers & Sons.

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Exclusively Wholesale **Everything in Hardware**

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ARROW BRAND **Clothes Wringers, Leader Barrel Churns, Etc.**

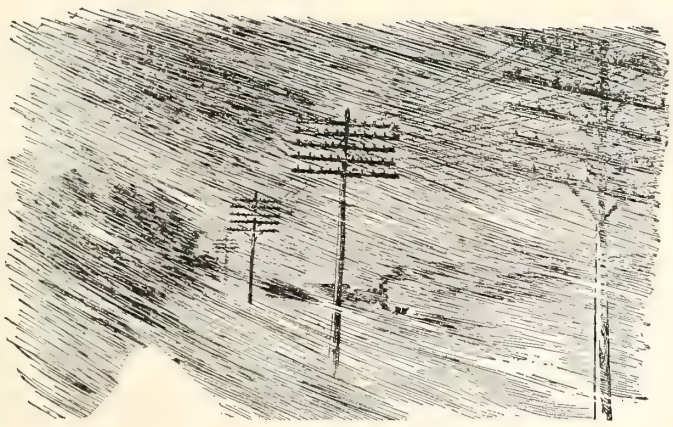
Prompt delivery is one of the many advantages of selecting your stock from our line. QUALITY, VARIETY and POPULARITY are among the others.

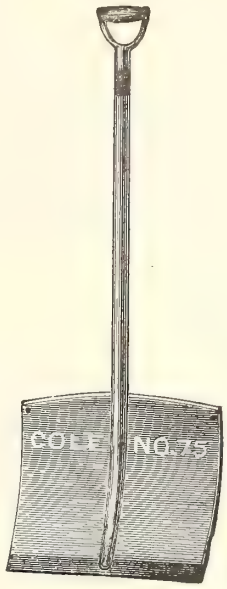
We have explained their merits to housekeepers all over the country. They know the special features that distinguish them, and want no other.

Give your customers the opportunity to buy our machines. It will result in the addition of many figures to your sales totals.

Cummer-Dowswell, Limited, Hamilton ONTARIO

Agents: W. L. Haldimand & Son, Montreal; H. F. Moulden & Son, Winnipeg, Man.





Snow Time is Shovel Time

¶ Don't wait till the last minute to lay in a stock of supplies that you will need almost at once. Order now.

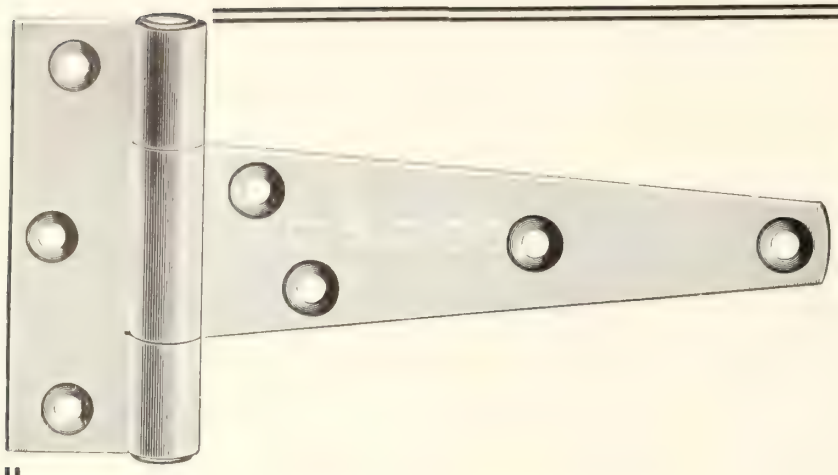
¶ You can depend on your order being filled if possible on the day we receive it, but why delay? Order your winter goods now and be prepared to fill your orders promptly.

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

WE SHIP PROMPTLY — **TORONTO** — OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



HINGE TALK

Some merchants will say--

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Go into the hardware stores that have the best *Builders' Hardware Business* and you will find

Crescent Brand BUTTS and HINGES for sale

Those merchants know what is properly and accurately made and of material heavy enough to hold up the door.

Did You Ever Weigh a dozen pairs of 804--Crescent Brand Butts--3½ x 3½

Against a dozen pairs of 804—3^2 x 3^2 delivered you by some of the jobbers—then you will understand

Why They Say—Just as Good

A little more for them—nothing less for you—

If you ask for Crescent Brand Butts and Hinges you can get them—even if you have to ask us

CANADA STEEL GOODS CO., LIMITED

MANUFACTURERS

HAMILTON CANADA

Buy Canadian Goods

¶ OUR FULL LINE OF EDGE AND LUMBERING TOOLS ARE THE EQUAL IN EVERY WAY TO THE IMPORTED ARTICLE

Carried by the Jobbers
Every Tool Guaranteed

Allan Hills Edge Tool Co.

Galt, Ont.

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First in
Workmanship
On Account of the Experience of the
Makers



First in
Sales
On Account of the Experience of the
Buyers

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MONTREAL BRANCH: 30 ST. DIZIER ST. WINNIPEG BRANCH: 56 ALBERT ST.

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Applepickers' Blouses or Aprons
Made of Strongest Duck

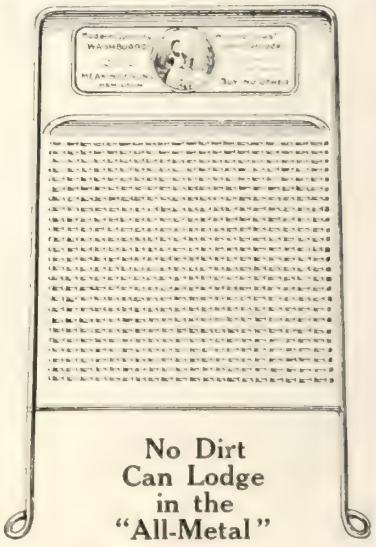


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Send for Particulars and Prices to

All Metal Sanitary Washboards



No Dirt Can Lodge in the "All-Metal"

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THE "SASKALTA" STEEL RANGE

Shown with
Reservoir and High Warming Closet

Your fall stove business this year depends entirely on the stove you handle. Is it a first class article? Is it widely advertised? Is it backed by a reliable firm of manufacturers? Do these manufacturers aid you in moving your stock?

These are vital questions, they mean success or failure to you.

The "Saskalta" Steel Range is unequalled in stove production, it is the embodiment of exclusive features. We back it with forty years of experience, and spare no expense in putting it before the public.

FEATURES:

Automatic Lift Top and Broiler Door	**Cast Iron Back Linings**	**Special Air Blast Linings**
Division for Half-fire in Summer	**Patented Double Duplex Grates**	**Patented Long Duplex Grates**
Patented Direct Draft Damper	**Oven Stiffener**	**Attachable Reservoir**

Do you know of a better proposition than this?

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LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN HAMILTON CALGARY SASKATOON

HERE'S A PROFITABLE TOOL TO PUSH

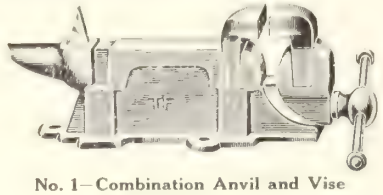
TAYLOR-FORBES COMBINATION ANVIL AND VISE No. 20

No workshop is complete without a T. F. No. 20 Vise. It is quickly assembled or taken apart—no bolts or screws to lose—and it is made worthy to bear the "T. F." brand.

FIVE TOOLS IN ONE

By the use of its different combinations you have an Anvil, a Combination Anvil and Vise, a Drill Press, a Saw Clamp and a Pipe Vise—a Repair Shop in itself.

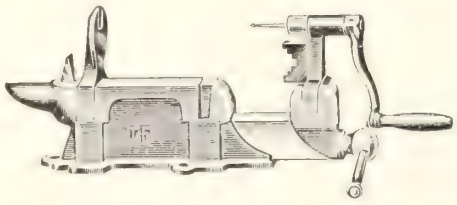
Every hardware merchant should stock and push this tool. Every mechanic and every householder is a likely customer if you display and advertise them. Besides they carry a good profit.



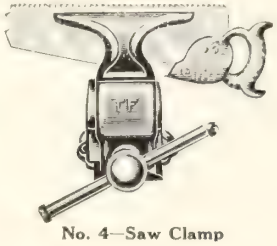
No. 1—Combination Anvil and Vise



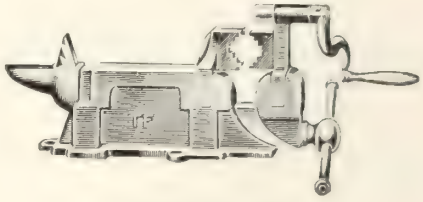
No. 2—Anvil with Chilled Face



No. 3 Drill Press



No. 4—Saw Clamp



No. 5—Pipe Vise

If Your Jobber Cannot Supply You, Write Us Direct

THE TAYLOR-FORBES COMPANY, LIMITED

GUELPH
ONTARIO

Represented by
H. G. Rogers, 53½ Dock Street, St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

H. F. Moulden & Son, Travellers' Bldg. Winnipeg
W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

CHRISTMAS CAGES

As a novelty for the Christmas Season Trade we have just completed two new Brass Cages of unique design.

The Globular Cage is a comparatively new idea, and has not as yet appeared in Canada. It is an exceedingly pretty cage, and lends itself particularly to purposes of decoration.



The Oblong Cage is a new design, and has a sliding draw bottom.

Both cages have extra wide rimmed bottoms, to prevent scatteration of seed and sand.

They are equipped with tin mats, opal seed cups and brass-tipped hardwood perches.

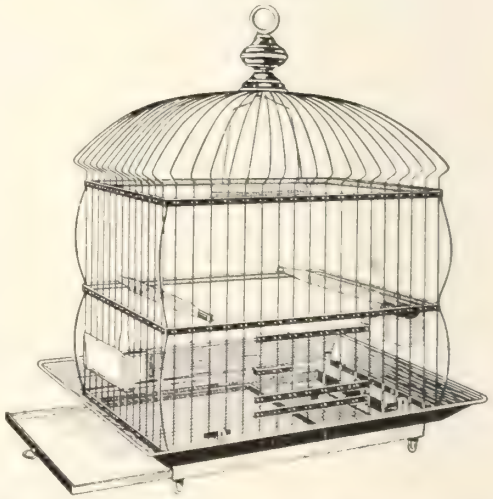
The material used throughout is PURE BRASS—not plated.

For the Christmas season we propose to pack INDIVIDUALLY in cardboard boxes.

No Canadian Cage Dealer should miss this opportunity to present a decided novelty to his customers.

No. 1000—Globular, size 12" diameter.

No. 1100—Oblong, size 11" x 8".



E. T. WRIGHT & CO., Hamilton, Canada

(H. G. WRIGHT)

Winnipeg Agents:
MERRICK-ANDERSON CO.

Toronto Agent: F. B. WILSON

Vancouver Agents
McPHERSON & TEETZEL

MAXWELL'S "PURITY" FOOD CUTTER

Is radically different from the ordinary



The barrel is in two closely fitting sections, clamped together in working position in the frame by one set-screw.

Loosen this screw and the barrel slips out and comes apart, releasing worm, cutting knife and disc. Every part is then easily accessible for cleaning, justifying the name **"PURITY."**

Particular people buy the **"PURITY"** on sight.

We are the only manufacturers in Canada making Food Cutters, and we claim that in quality and finish Maxwell's Food Cutters are superior to any of foreign manufacture.

Write for Prices and Particulars

DAVID MAXWELL & SONS

ST. MARY'S ONTARIO

WHAT A

And yet, there are still some furnace dealers not alive
whole furnace business of their town, but also have it



"GOOD

Circle

WARM AIR

Have so many exclusive and down
other warm air furnace made
in a hot-water heating system ev

Once known in your town, the fu
secondary to quality.

Successful inventions always have
Waterpan has followers, who,
describe our Circle Waterpan
position or mechanical featu

Do you want

THE JAMES STEWART

Western Warehouse
156 LOMBARD ST., WINNIPEG, MAN.

CINCH!!!

ne fact that not only could they have practically the
heir own prices.

CHEER"

Waterpan
FURNACES

convincing points of merit, as to eliminate entirely comparison with any
Ve have the quality of heater which many a man who thought of putting
ly buys.

trade will come to you, and, with the buyer you will find that price is

tors (a tribute to merit) and consequently our justly celebrated Circle
ntent with pirating our ideas, actually appropriate the terms in which we
benefits. Our patents, however, prevent the infringement of either shape,
thout any of which an effective waterpan is not possible.

o a profitable furnace business next year? If so, Write Us.

MANUFACTURING CO., Limited
Woodstock, Ontario

Greetings

May the disappointments and discouragements of the year now almost ended be forgotten in the happiness of the joyful Christmas Season. May the horizon of the New Year dawn bright and clear and full of promises and may the days that follow bring prosperity and contentment.



In Planning for 1912 Consider

THE EMPIRE LINE

of Stoves, Ranges, Furnaces and Registers

They will help to make 1912 the most prosperous year yet. They have been great favorites in the past and during 1912 will be in greater demand than ever before.

Share in the country's prosperity by securing an agency for these lines

CANADIAN HEATING AND VENTILATING CO.

OWEN SOUND - - ONTARIO

CHRISTIE BROS., LTD.
1824 Dundas Street Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., LTD.
Park-Henry Streets, Winnipeg

The S. M. P. "Diamond" and "Pearl" Enamel Ware

Patent Steam Cereal Cooker

Retinned Covers



So many people say they cannot eat oatmeal, but our Steam Cereal Cooker helps over the difficulty. The kernels are expanded by the steam circulating over them, making them tender, delicious and readily digested.

Nos.	103	105	135
Quarts (Inside Dish)	3	5	3 and 5
Case Lots, Dozen	1	1	1

Improved Steam Cereal Cooker

Saucepan Covers



The inner dish is provided with a bail.

The cover fits both inner and outer dishes so that the latter can also be used as a saucepan.

Nos.	104	106	108
Pints (Inside Dish)	4	6	8
Case Lots, Dozen	1	1	0

PRICES ON APPLICATION

THE SHEET METAL PRODUCTS COMPANY OF CANADA, Limited

SUCCESSORS TO

KEMP MANUFACTURING COMPANY, Toronto, Montreal, Winnipeg

Mr. Hardware Merchant :--

Our advertising man says that "Souvenir" Furnaces are so well known to the trade that a cut would only occupy valuable space.

He may or may not be right—your opinion on the point would be esteemed.

There's one thing absolutely certain—you cannot recommend "Souvenir" Furnaces too highly, because they represent all that is latest and best in furnace construction.

When you see laborers digging out a foundation go after the heating contract—recommend the

"SOUVENIR" FURNACE

and we'll help you to land the business. Get acquainted with the architect—find out the area to be heated and we'll solve the problem for you—if you so desire.

"Souvenir" furnaces are designed by prominent heating engineers—constructed by skilled workmen from the best materials.

That's exactly why we can so confidently guarantee "Souvenir" Furnaces.

Exactly why you may so confidently recommend them.

Don't you see that we could not possibly issue a legal, money-back guarantee—**a guarantee just as good as gold—unless we positively knew that "Souvenir" Furnaces would make good.**

Nor could we afford to ask you to **specially recommend them.**

THREE IMPORTANT POINTS :—

1st. "Souvenir" Furnaces are the right quality from base to dome.

2nd. "Souvenir" Furnaces are guaranteed.

3rd. Prompt deliveries assured.

THE HAMILTON STOVE & HEATER CO., Limited

(Successors to Gurney, Tilden & Company, Limited)

HAMILTON, - - ONTARIO

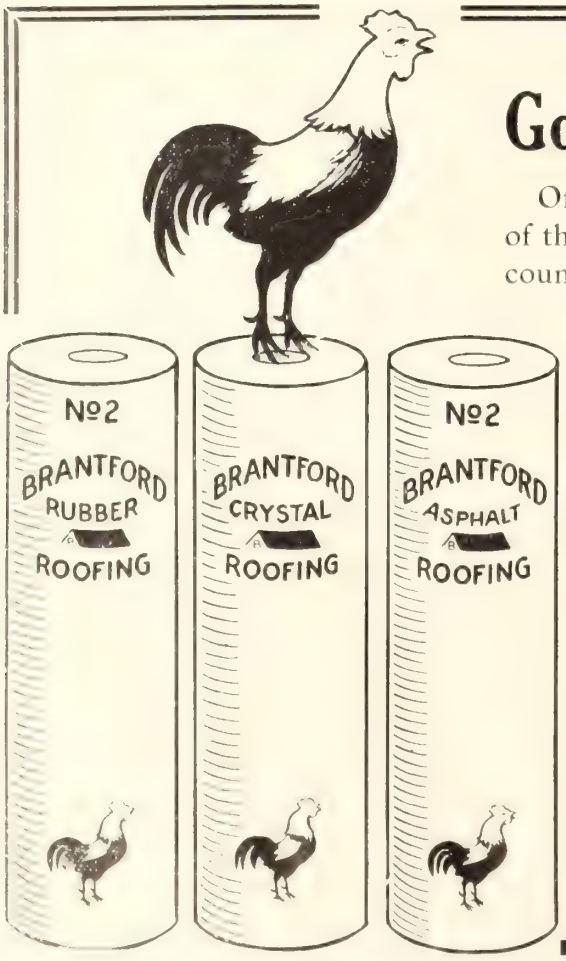
The Stove and Furnace Centre of Canada

Christmas Greetings

¶ We desire to take this opportunity to wish our many customers and friends a Very Merry Christmas and to return our hearty thanks for the liberal patronage extended to us during the past year.

The Thos. Davidson Mfg. Co., Limited

MONTREAL TORONTO WINNIPEC



Good Reason for Crowing

Of late, Brantford Roofing has been chosen for many of the largest and most important roofing jobs in the country. It was

Brantford Roofing

that was selected after a series of most rigid tests for the Standard Bank's new fire-proof sky-scraper in Toronto. And there are buildings, too, in your territory that will require an exceptional roofing like Brantford Roofing. With our co-operation you can secure the orders. Get in touch with us at once.

Brantford Roofing Co., Limited

Brantford, Canada

LEGG BROS. ENGRAVING Co.

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING
FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

HIGH GRADE FIRST QUALITY WORKMANSHIP
QUICK-CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS
PHONE MAIN 957-958
5 JORDAN ST. TORONTO CANADA

GREENING

is the name known throughout Canada as synonymous with all that is best in Wire Chain.

When ordering light, small strong chains for any purpose whatever, or Cattle Trace, Tie-out, Breast, Post Tie or Kennel Chains, be sure you order

GREENING'S

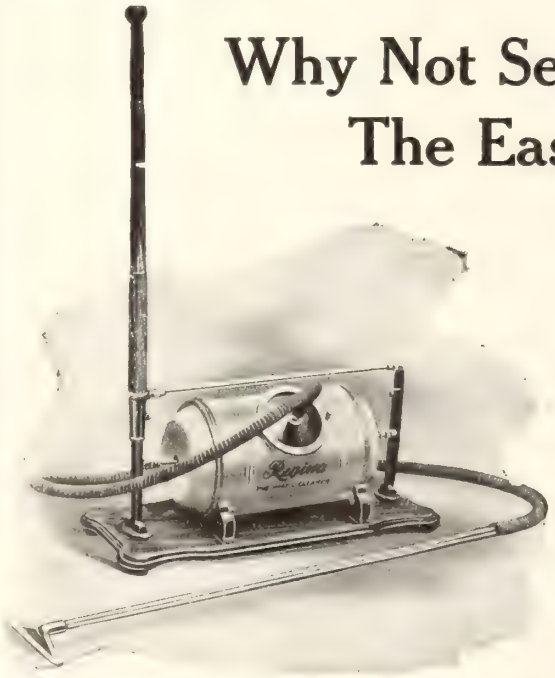
You will assure satisfaction for yourself and for your customer, because we never permit a faulty chain to leave our mills.

YOUR JOBBER CAN SUPPLY YOU

THE B. GREENING WIRE CO., Limited

Hamilton - - - Montreal

Why Not Sell the Regina?
The Easy Selling Vacuum Cleaner



WITH this cleaner in stock, any dealer anywhere can sell a machine at a moderate price that does the work of the $150 and $200 machines. But the Regina Vacuum Cleaner has longer wear, because of the effective double pump action. This machine is easily carried in one hand. A little girl can run it. Get the circular from us.

We want dealers to handle it. The Electric Regina Cleaner is also a good line to carry in territory with electric power. The hand-machine shown is quickly sold at a good profit. Write for the dealer's proposition.

Everything in Fence Material

Write for dealer's catalogue and fence material discounts. Highest quality product.

Can you sell Farm Engines?

We want more agents for our farm engine. Page Engines are portable, durable, handy to run, a boy quickly understands it. Uses Gasoline, Kerosene or Alcohol whichever is handiest.

PAGE WIRE FENCE CO. Limited

WALKERVILLE, ONTARIO

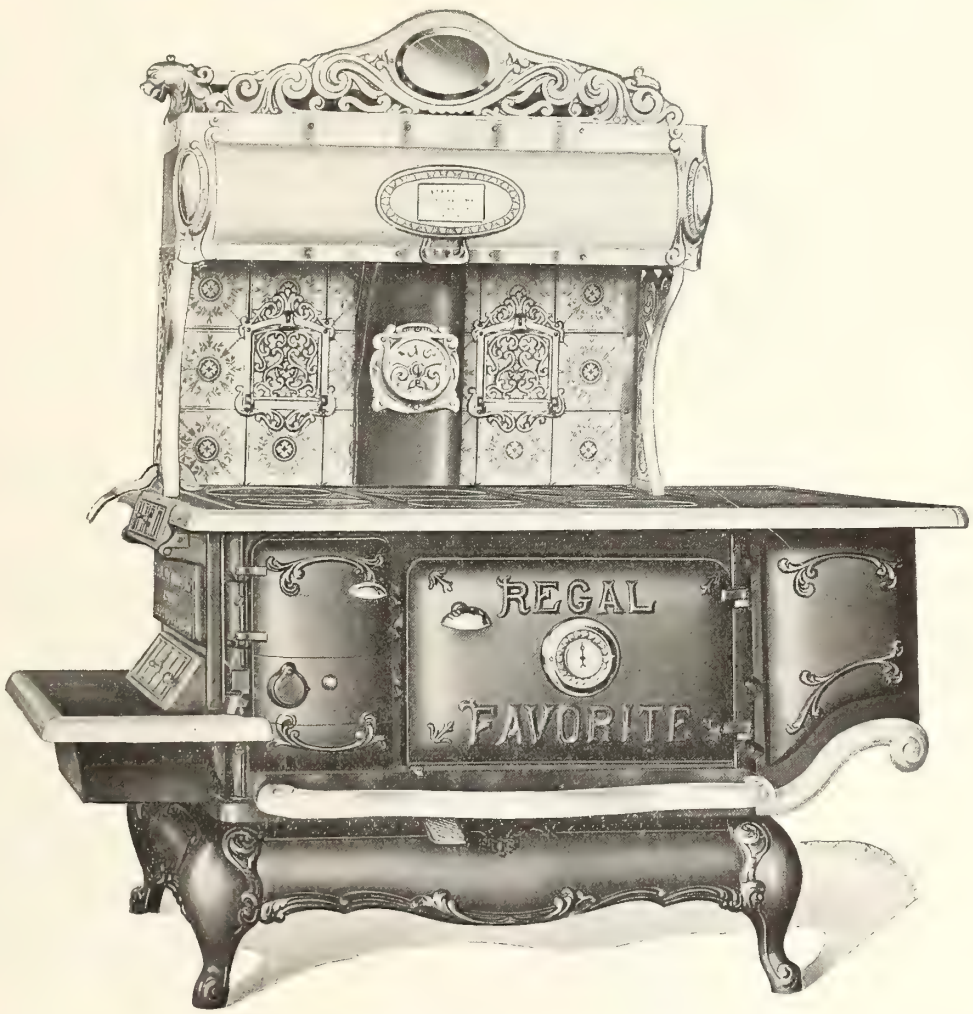
Toronto: King St. and Atlantic Ave. **Montreal: 505-517 Notre Dame St.**
St. John: 37 Dock St.

THE REGAL FAVORITE

IS OUR LEADING CAST RANGE

It is entirely new and is specially designed and constructed to meet the growing demands for a SIX-HOLE RANGE with an exceptionally large firebox for wood and a well proportioned firebox for coal. ORDER A SAMPLE OF THIS RANGE—EXAMINE IT, WEIGH IT, MEASURE IT, AND TEST IT BY EVERY MEANS.

There is Nothing on the Market to Compare with it



The REGAL FAVORITE is the largest and roomiest COAL and WOOD RANGE on the market. Firebox Door Opening, 7½ x 8 inches. Oven measures 20 x 21½ x 13. Roomy Top with Front Hinged Key-Plate.

The Loose Locked Nickel Parts are only one of the many new and excellent Features with are embodied in this Range.

A Post Card will bring you our new catalogue and price list if you have not already received it.

FINDLAY BROS. & CO., LIMITED

Head Office and Works - CARLETON PLACE, ONT.
Branch House - - - 200 Princess St., WINNIPEG

DISTRIBUTING AGENCIES:

H. H. DRYDEN, Sussex, N.B. — STEWART & CO., Toronto, Ont. — D. V. COPE & CO., Calgary, Alta. — REVILLON BROS., Ltd., Edmonton, Alta. — GEO. D. HORSMAN, Vancouver, B.C.



BANNER STOVES AND RANGES

THE design and equipment of the **ART BANNER RANGE** are the height of stove perfection. It is an entirely new range of the loose hearth pattern.

It is the nattiest, neatest and cheapest range, when quality is considered, ever offered to the trade.

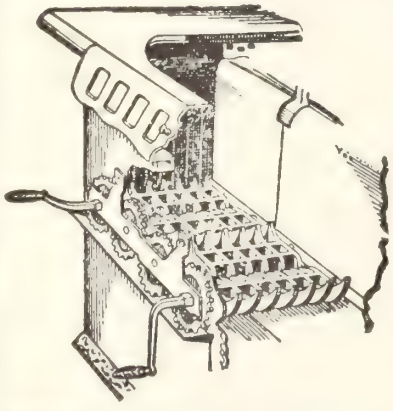
SPECIAL FEATURES—**Flues**—Of a depth that insure quick operation. **Oven** Large, square and well ventilated. **Fire Box**—Large in size and well proportioned. **Grates**—Duplex, for coal, of our latest improved design. **Wood Fixtures**—This range is provided with a heavy, durable basket wood grate which is unequalled for wood burning requirements and will take 24-inch wood. **Nickel Bands**—Are all removable and of our most approved form.

Write for full information, because we have the best proposition to offer you in the stove line.

Down Draft Furnace Co.

LIMITED

GALT, - ONT.



The Champion Grate

A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

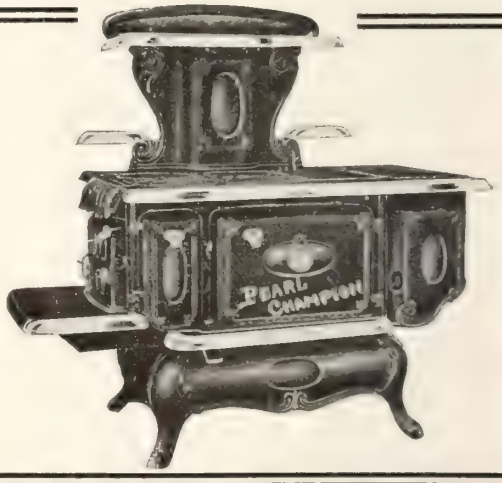
CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the "Champion" is.

Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY

Picton, Ont.



MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited

46 Adelaide Street West, Toronto, Ont.



A WELL LIGHTED STORE WILL INCREASE YOUR SALES

Do you know that people are attracted to a well lighted store and that consciously or unconsciously they avoid a poorly lighted one. You can make your store attractive—bright and inviting by using Rice-Knight Lighting System. Can be installed anywhere—burns same as city gas—always ready to light. Cheaper than gas or electricity. Make your store the brightest spot in town. Let us tell you how—write to-day for booklet "S."

RICE-KNIGHT LIMITED, TORONTO

Local hardware agents wanted in every town.

Not an Apology But a Regret

To our many dealers who have experienced delay in shipments we express sincere regret. This difficulty was however through no fault of ours but was rather an unprecedented compliment to the quality of

PEASE FURNACES

We added to our plant and manufactured a large stock in advance of orders anticipating a considerable increase in trade---but never dreaming of such an avalanche of orders as we received. October was the record month in the whole history of our business, but November will set another mark.

We urge dealers next year to order early---educate your customers to the many advantages of doing so.

PEASE FOUNDRY COMPANY. LIMITED

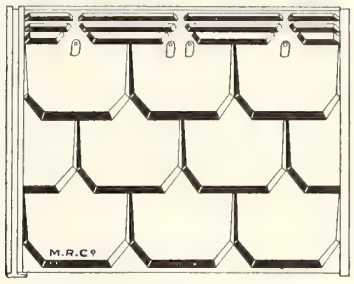
Toronto **Winnipeg**

Western Representatives:
PEASE-WALDON COMPANY, Limited, WINNIPEG

213



EASTLAKE STEEL SHINGLES



"THERE WITH THE WEAR"

The roofing that it **REALLY PAYS TO HANDLE** on account of the repeat orders that come unsolicited.

Write for Catalogue and Discounts

The
Metallic Roofing Co., Limited
Manufacturers

TORONTO, ONT. **WINNIPEG, MAN.**

C56

MADE IN CANADA



Sterne's Stove Putty

Odorless.
Never Cracks.
Never Crumbles.
Never Falls Out.
Makes tight joints and prevents the escape of Gas or Ashes.

Asbestos Furnace Cement

Bakes Hard as the Iron Itself—Strictly Fireproof — Perfect Non - Conductor.

Try a sample order of either or both of the above, and be convinced of their superiority. If you are not satisfied return the goods at our expense.

Put up in any size package from a 1¼ pound can to a 800 pound barrel.

Write us for prices and samples

G. F. STERNE & SONS

Brantford - - Ontario

Where is the Money?

What make of Guns will give the most profit and prove the most satisfactory to handle?

We believe that the guns which give the greatest satisfaction to their buyers, are always the most profitable to the dealer.

Tobin Simplex Guns

are made to meet this requirement, and the public know it, for they have been told so through our newspaper and magazine advertising, and "gun-wise" people are now familiar with the name, and ask to see "Tobin" Guns when purchasing. Since our advertising started, we have received inquiries from all over the country. Where we are represented by dealers these inquiries are handed over to them. Places where we are not represented we are forced to supply direct. We want to be represented in every locality by live, energetic dealers, and to such dealers we offer terms that enable them to do a most profitable gun business. Let us know where you are, and we'll start to talk to you.

The Tobin Arms Manufacturing Co., Limited, Woodstock, Ont.

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating, stove rings, facings, corner pieces. All widths, thicknesses and tempers

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

THE BEST MADE

This is the opinion of all Hockey players who have used

STILL'S SPECIAL HOCKEY STICKS

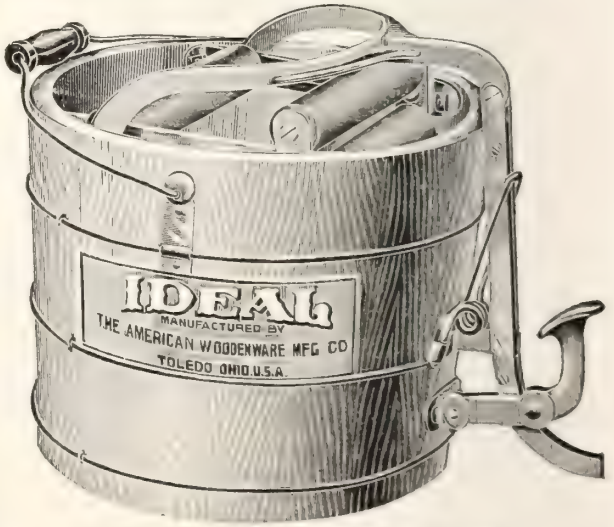
They are made of the best Rock Elm, nicely shaped and well finished. Our other makes are EMPIRE, IMPERIAL and CHAMPION, which are all great sellers.

Get our prices before placing your orders

J. H. STILL MANUFACTURING COMPANY, Limited
ST. THOMAS :: ONTARIO

THE IDEAL COMBINATION
MOP WRINGER AND BUCKET

The three-roll flexible mop wringer that adjusts itself to the uneven thickness of the mop. The mop is wrung twice while passing through the rolls. Has improved pattern ear that sets flush on side of pail, and the bail is held free and clear from top edge, so that the mop cannot get fast or tangled in the ear and bail. Is provided with our patent roll leaver and curve brace, that insures an easy but uniform pressure on the mop.



Made in three sizes. Packed six in each crate.

Manufactured by
The American Woodenware Mfg. Company
TOLEDO, OHIO, U. S. A.
Lyons & Marks, 120 Bay Street, Toronto, General Agents

Is There Poetry in Oil Cans?

We think so

"The seasons change,
And Summer-time replaces glowing Spring;
Then comes the Autumn of the year
And the leaves fall all about,
While Winter strides upon the blast
With loud triumphant shout"-----

But how much better in the realm of cans! For there's "THE SPRING THAT WON'T COME OUT!"



Patent Pending

THE

Hero Quality

No. 1130 Copper-plated "Wide Open" Oil Can has the springiest bottom ever produced —IS MADE OF ONE PIECE of metal and consequently cannot leak—has a generous opening, one and one-half inches at the mouth, hence can be readily filled from any vessel without waste or recourse to a funnel.



Patent Pending

And each one of the whole line has its own invaluable feature and all

Hero Quality

Your Jobber Has Them

The Hero Manufacturing Co'y

KENSINGTON, PHILADELPHIA, Pa., U.S.A.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

Published Monthly — Established 1909

CANADIAN HARDWARE AND STOVE JOURNAL

Devoted to the best Interests of the Hardware, Stove, Heating, Housefurnishing and Paint Trades

Advocates Trade Organization — Circulates everywhere in Canada

VOLUME THREE — TORONTO, DECEMBER, 1911 — NUMBER TWELVE

PUBLISHED MONTHLY BY
THE COMMERCIAL PRESS, LIMITED
408-410 McKINNON BUILDING, TORONTO
Phone Main 1274

D. O. McKINNON, *President* — WESTON WRIGLEY, *Manager*

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Why Stock-Taking Is Necessary.

In another month or so most retailers will be in the midst of stock-taking. To take stock is no easy matter. It upsets business while it is being done and gives extra work to all concerned. But it is a necessity if the actual results of the year's efforts in business are to be even approximately ascertained.

The fact that money may be on deposit in the bank does not prove much. There may be cash and yet the business may not be prosperous. One can only discover what the depreciation in stock and other assets may be by the analyzing process of stock-taking. The president of one of Canada's best known commercial companies told the writer of an experience he had when he many years ago first became a member of the directorate which illustrates this point.

When informed by the then executive head that it was decided to pay a dividend—the first in some years—he asked whether a statement had been prepared to show just where the company stood financially. "No," replied the president. "But we have ample funds in the bank." This did not satisfy the new director. The result was that payment of the dividend was deferred until a financial statement could be prepared. When this was done it was found that instead of their being a surplus with which to pay a dividend there was a deficit of $45,000.

Under the modern business conditions of to-day a similarly absurd mistake is scarcely possible. But, notwithstanding, stock-taking is none the less necessary if a business man is to know for a certainty just where he stands.

A merchant, like a mariner, needs to take his bearings if he wishes to avoid the risk of disaster.

Get the best you can out of the holiday trade if you would spend a merry Christmas and begin the New Year in a happy frame of mind.

Bright Trade Outlook.

The trade outlook in Canada continues to be of a reassuring character. While the wheat crop of the Prairie Provinces did not yield as excellent a quality as the early summer months indicated was possible, yet its money producing power will nevertheless be enormous. The quantity was there. There are practically half a dozen grades of wheat which are classified among the milling descriptions. And this fact should not be overlooked when considering the situation. No. 1 hard is by no means the only good wheat on the list of milling descriptions. And what is not good for milling is good for feeding.

At any rate, according to the revised figures of the statistical department at Ottawa, the wheat crop of this year aggregates about 203,000,000 bushels; rye, 3,000,000 bushels; barley, 43,500,000 bushels; oats, 348,774,000 bushels, and corn for husking, 17,160,000 bushels. The wheat crop that Canada produced this year is approximately equal to nearly 40 per cent. of the requirements of the world's wheat importing countries. That is significant for a country with a population of a little over seven million and only a relatively small part of its wheat-producing area under cultivation.

The value of the various products of the Canadian farms in 1910 was $507,000,000. In view of the larger quantities produced this year, together with the fact that good prices are on the whole ruling in the world's markets, their aggregate value should be much larger this year. The official figures relating to the root, hay and clover crops are already compiled. They show a

value of $219,000,000 for the whole of Canada, an increase of $1,600,000 compared with 1910.

One of the most significant features of the situation in Canada is the favorable results which are shown month to month by the clearing house returns. These have steadily increased during the year. For the ten months ending October last they aggregated $5,687,521,982, an increase of 15 per cent. compared with the same period last year. In the United States, on the other hand, there was a decrease of nearly five billion dollars during the ten-month period.

Other favorable barometers are the railway earnings and the monthly bank reports, all of which reflect the commercial and financial expansion of the country. Mercantile failures there always will be, but the figures for October show a decrease of 17 per cent. compared with the same month a year ago. In the United States, on the other hand, there was an increase of 12 per cent. in the number of failures chronicled.

Next year will see another period of railway expansion. Besides the trunk lines under construction numerous branch lines are contemplated. This not only means a large outlay of money but the establishment of many new towns in the West, and that in turn means an enlarged demand for the products of the Canadian factories and more customers for the wholesalers and retailers of the country.

If the manufacturers and merchants of Canada are only as enterprising as Nature is bountiful there need be no fear in regard to the future of the trade and commerce of this country.

To begin now to make plans for stock-taking will facilitate operations when the work is actually undertaken early in the New Year.

Stick to Business. In an Ontario town a young hardwareman is paying a little too much attention to sport to the neglect of his own business. Between auto riding and duck shooting the clerks have to do the bulk of the work in the store recently, and during a recent visit to the store the Journal man saw more than one customer go away without having all his wants supplied. One customer wanted some nails but stock had been allowed to run down and another store down the street got the order. It's true that there is not much profit on nails, but every time a customer is disappointed in being unable to have his wants supplied in one store and finds it possible to get the goods promptly in another, it's a mighty poor advertisement for the proprietor of the first named store.

Sport is all right in its place, and hardware merchants cannot afford to neglect developing a friendship with the sporting element, even though the merchant is unable to take an active part in the various sporting clubs. It is good business to mix with the shooters, ball players and hockeyists, but when it is a case of business or sport, business should be attended to first every time.

When you can't get the business yourself do not "knock" your successful competitor. Devise ways and means of getting the business yourself next time.

The Hardwareman's Christmas Trade. That a special effort is worth being made to get a share of the Christmas holiday trade is impressing itself more and more every year upon the retail hardwaremen of the country. At one time relatively few hardwaremen made any special effort to secure this trade. It was felt that it was somewhat foreign to them. The holiday trade was supposed to be within the special sphere of the dealer in novelties and nick-knacs. But of late years purchases for holiday gifts have gradually been tending towards more staple and substantial articles. And naturally the hardwareman has been coming to his own. Now most hardwaremen are not content with holding that of the holiday trade which they already have, but, like Oliver Twist, they want more. And they will get more if they take advantage of their opportunities. Most of them are taking advantage of their opportunities. They are keeping their eyes open for suitable lines and progressive ideas, dressing their windows attractively and advertising judiciously.

Without team work no business can be expected to attain a high degree of success.

Canada's Growing Iron Industry. Canada's iron and steel industry is gradually assuming respectable proportions, taking into consideration the size of its population. Figures have just been compiled by the Iron Trade Journal of Canada which shows that during the first half of the year the output of pig iron increased by 16 per cent. compared with the same period in 1910. Steel ingots increased 10½ per cent. Steel rail production was rather smaller than a year ago. The total production in tons during the six months were: Pig iron, 400,170; steel ingots, 374,793; steel rails, 161,635. Seven years ago the total production for the whole of the twelve months was considerably less than the total for the six months of the present year.

The increase in pig iron during the six months of this year compared with the same period of 1910 is significant in view of the keenness of the competition from United States manufacturers. This competition has been so keen and at such low prices that the Canadian furnaces have been compelled to do business on a very small margin of profit, in some instances at a loss.

A little elbow grease applied to certain lines of shop-worn goods might be the means of finding a customer for them.

The Recent Advance in Cutlery. Quite a little discussion is going on in the British hardware papers as to how the retail dealer will add the increased cost of cutlery to his selling price. The advance, it will be remembered, was 5 per cent., and the problem is how the retailer can reimburse himself for this on the cheaper grades of pocket knives. The shilling knife is taken as an example. To put a penny on this is felt to be out of the question, and the wish is expressed by some that the manufacturers had put on a higher percentage of increase when they were about it. The long and the short of it will probably be that the retailer will bear the loss himself, at any rate on the cheaper grades of pocket cutlery. That he should do so is of course unreasonable. In Canada the wholesale importing houses had to advance their prices, and the retailers in this country should certainly see that the increased cost does not come out of their pockets.

Hardware Conventions at Atlantic City

Large Delegation of Canadian Visitors Questions Discussed which are of Equal Interest to Canadians as to Hardwaremen in United States Annexation a False Alarm Question

More Canadians attended the hardware conventions at Atlantic City this year than ever before, those in attendance including:

James Hardy, Secretary Canadian Wholesale Hardware Association, Toronto.

W. J. Lawson, Vice-President Canadian Wholesale Hardware Association, Toronto.

A. E. Gilverson, Rice Lewis & Son, Toronto.

S. H. Alexander, Wood, Wallace & Co., Hamilton.

H. P. Hubbard, E. C. Atkins & Co., Hamilton.

Col. Robert Starke, Starke-Seybold & Co., Montreal.

H. Prudhomme, A. Prudhomme & Fils, Montreal.

A. C. Dykes, J. H. Ashdown & Co., Winnipeg.

John A. McEwan, Manufacturers' Agent, Winnipeg.

Miles Vokes (and Mrs. Vokes), Vokes Hardware Co., Toronto.

H. T. Hunter (and Mrs. Hunter), Hardware & Metal, Toronto.

Weston Wrigley, Canadian Hardware, Stove and Paint Journal, Toronto.

Regrets were expressed by many old friends at the absence of the late T. H. Newman, Montreal; William Starke, Montreal, and T. G. Dexter, of H. S. Howland, Sons & Co., Toronto. A. Jeanotte, President of the Canadian Wholesale Hardware Association, was unable to attend.

Entertained at Philadelphia.

On the way to Atlantic City the majority stopped at Philadelphia and enjoyed the hospitality of the "Big Five" hardware manufacturers of that city, Henry Disston & Sons, North Bros., Miller Lock Company, Enterprise Manufacturing Company, and the Fayette R. Plumb Company. An auto drive around the Quaker City, through Fairmont Park, luncheon at the Country Club with a 40-mile an hour ride led by the Police Department auto, gave the visitors pleasant recollections of the headquarters of "Philadelphia Made Hardware."

Conventions Largely Attended.

Nearly 1,000 hardware manufacturers, jobbers, trade press men and ladies registered as delegates or guests at Atlantic City, the manufacturers meeting in one hotel and the jobbers in another, several joint sessions being held.

At the opening session the officers representing sister associations were heard from, M. L. Corey, Secretary of the National Retail Hardware Association, speaking for the 15,000 retail hardwaremen in the United States. Mr. Corey referred to the strenuous struggle which had been carried on for many years against the establishment of a parcels post system in the United States, and he thanked the jobbers and manufacturers for the support they had given the retail trade.

"I suppose you're wondering what we have been doing over in Canada the last few months," said James Hardy, Toronto, speaking for the Canadian visitors. "We love you Americans, but we don't love you enough to give our country to you. Canada is the third best customer American manufacturers have and we will likely be the second best in another year. We like to do business with you but the politicians who talk of annexation are foolish.

"Our Canadian Government," continued Mr. Hardy, "is definitely pledged to a continuation of the policy of protection which American manufacturers believe so strongly in. It isn't likely that the tariff will be raised on manufactured articles, but its certain that it won't be lowered to any extent."

Co-operative Buying.

T. James Fernley, Philadelphia, Secretary of the National Wholesale Hardware Association, referred to several questions of wide interest in his annual report. He said:—

At our last convention attention was called to the fact that some parties were endeavoring to make the retail dealers of the country believe that they were paying an unjust tribute to the jobbing trade, and that a method could be devised by which goods could reach the hands of the retailers more economically.

Promoters who for personal reasons were advocating such a system had succeeded in inducing a number of retailers in different sections of the country to invest in these buying companies. Some of our manufacturing friends were in doubt as to the course to be pursued by them. Under the law, we were not permitted to ask any manufacturer to refrain from selling these companies. We simply took the position, however, under advice of counsel, that we had a right to attempt to buy goods so as to meet this and other competition.

We produced prices made by manufacturers to these parties and urged upon our members the importance of buying goods at such a price as would enable them to meet competition. In some instances members of our association obtained lower prices, while in other cases manufacturers felt it was not to their interest to sell the retail trade at jobbing prices.

Our counsel advises us that we are not responsible for what the manufacturer may do, provided our request to him is a legal one, and we have a perfect right, under the law, to try to buy goods at a low price.

Policy as to Manufacturers' Prices.

We have also reproduced prices made in printed form by catalogue and mail order houses, and have made a similar suggestion to our members in connection with the same. The result has been gratifying and the prices quoted by these parties at the present time show that a large number of the manufacturers of the country have an earnest desire to protect their jobbing friends.

We have also freely advised our members concerning prices made to retail dealers direct by the manufacturers. In no case have we suggested that any effort be made to prevent the manufacturer from selling anyone, whether retailer or consumer. We have taken the position, as an organization made up of law-abiding citizens, that it was not proper for us to attempt to restrain the trade of anyone.

In the early days of our organization some of our members felt we ought to be more aggressive and give the manufacturers to understand that if they sought the trade of the jobber they should not quote or sell the retail dealer. The officials of our organization, however, pursued a more conservative policy, and while other organizations have been subject to litigation no one has been able to point to a single act of this association which was in any way a violation of existing State or national laws.

Some of our manufacturing friends have felt that we were doing them an injustice in advising our members of low prices made by others, because they claimed there was an inference that the manufacturer was responsible for the prices made. In all of our letters we have distinctly stated that we had no knowledge of the source of supply, but we only made the statement that certain goods were quoted at the prices named.

Our executive committee, after a free interchange of views with the representatives of the American Hardware Manufacturers' Association, voted that we should continue the work and give the members to understand that in sending out prices we did not want it inferred that the manufacturer whose goods were quoted was responsible in any way for the same.

Expense of Doing Business.

During the year we have had occasion to call the attention of the members of the association to the increased cost of dis-

tributing goods. Also that in making prices it should be constantly borne in mind that no goods were sold at a profit unless the expense of distribution was first provided for.

In conferring with manufacturers we have found that those who attempted to distribute their own product were confronted with an expense account largely in excess of that incurred by the jobber in performing the same service.

It is generally said that the expense of distribution should be considered part of the cost, and we hope the time is not far distant when all distributors, both retail and wholesale, when speaking of the cost of their merchandise, will place it on a basis which includes the expense of distribution.

The Law Regarding Resale Prices.

There has been considerable agitation on the question of the rights of the public in connection with prices at which goods could be purchased. Since our last convention previous court decisions respecting the rights of the manufacturers to regulate prices of unpatented goods have been overruled by the Supreme Court and the policy is now quite the reverse to that which obtained prior to the Supreme Court decision.

I will refer first to the matter of resale prices on goods which are not protected by patents. Prior to April 2, 1911, the date of the Supreme Court decision on resale prices, in the case of the Dr. Miles Medicine Company vs. John D. Park & Sons Company, wholesale druggists, Louisville, it was held by the United States Circuit Courts that a manufacturer had a right to dictate the prices of his own goods so long as he did not act in concert with other manufacturers, and so long as he made such resale arrangement a condition of sale.

Eminent counsel informed us that the interpretation of the law was that a manufacturer had a right to fix his own prices and to choose his own agents and vendees and to insist upon prices being maintained by them provided such price maintenance was made a part of the contract of sale between manufacturer and distributor, and further that the manufacturer had a right to refuse to sell in case of disobedience of his wishes.

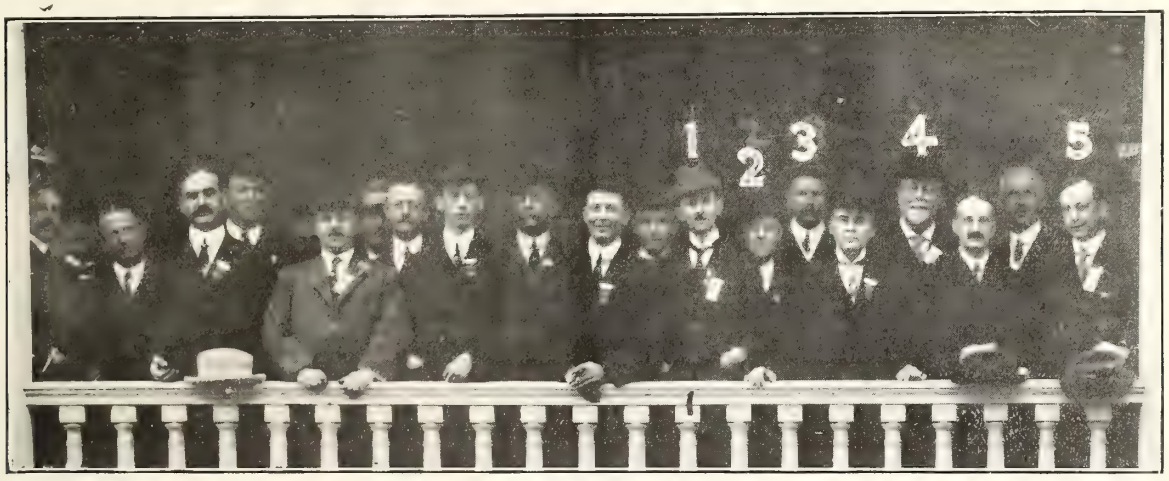
The Supreme Court, overruling all previous decisions of the lower courts, based its decision on the proposition that, if in the ordinary lines of trade and commerce a manufacturer of an unpatented article could legally enter into and enforce a price maintenance plan in connection with the resale of his goods, he would be granted a monopoly even greater than that given by the United States Government through its patent laws to manufacturers of patented articles. The court stated that it would be granting to such manufacturers the right, for an unlimited time, to exercise a monopoly in connection with the sale of their product to the public. The decision further held that the manufacturer could sell or not as he chose, but that after he had exercised the right of sale it did not follow that in case of sales actually made he might impose upon the purchasers every sort of restriction.

We, therefore, come down to the proposition that so far as practical price maintenance on unpatented goods is concerned, the manufacturer is privileged to sell a price-cutter or refuse to sell a price-cutter, but he must not give as the reason for such refusal the fact that the one to whom supplies are denied is denied these supplies by reason of the fact that he declines to maintain a fair schedule of prices; for, says the court, the manufacturer having sold his product at prices satisfactory to himself, the public is entitled to whatever advantage may be derived from competition in subsequent traffic.

It is well to bear in mind that in no way, however, is the right to sell restricted. The manufacturer can decline to sell any one whose methods are distasteful to him, giving no reason therefor. He has the right to sell or not to sell as he sees fit. In the words of the court, he can exercise this right for some good reason or mere caprice.

In October, 1911, considerable discussion was aroused by a decision of the Circuit Court in Toledo, in the suit of the United States vs. General Electric Company et al. It seems that patents on electric lamps had largely expired, but that there was a remaining patent on the Tungsten lamp manufactured by the General Electric Company. The manufacturers combined under the name of the National Electric Lamp Association and this association controlled the patent rights. It sold indulgences to the manufacturers in the organization, giving these manufacturers certain rights under their patent.

This Toledo decision did not affect in any way the rights of patentees who were acting in collusion with others and who were not taking advantage of the monopoly extended by patent law of applying this monopoly to other goods which were not rightly covered by such patent. The government made it clear that they would not for a moment consent to the use of the patent law as a subterfuge, and we are accordingly advised by eminent counsel that legitimate bona fide manufacturers—owners of patents on goods—still have a perfect right to enforce price maintenance plans, and manufacturers of patented goods have informed us that they will continue to fix their prices and maintain them in a court of equity whenever necessary.



CANADIANS AT THE ATLANTIC CITY CONVENTIONS

(1) A. E. Gilverson (Rice, Lewis & Son), Toronto; (2) W. J. Lawson (Rice, Lewis & Son), Toronto; (3) Col. Robert Starke (Starke-Seybold, Limited), Montreal; (4) James Hardy (Jenkins & Hardy), Toronto; (5) Weston Wrigley (Canadian Hardware, Stove and Paint Journal), Toronto

Parcels Post Opinion Divided.

S. Norvell, St. Louis, who spent several months in Europe during the past summer, and whose conclusions were summarized in an article in the November issue of the Journal, delivered an address at Atlantic City covering the same points dealt with in his article, taking a strong stand in opposition to the parcels post. Both jobbers and retailers were in accord with Mr. Norvell's position, but an increasing number of manufacturers seem to be taking the opposite view—that parcels post is coming and that it will be better for the manufacturers to have a fewer number of big mail order customers than to continue selling to the smaller retailers through the jobbing houses.

Mr. Norvell's point that parcels post will mean a cheapening of the quality of the goods sold is an argument which should be emphasized in the discussions participated in by the jobbers and retailers whose interests are endangered by the rising power of the mail

order magnates who are fighting to secure the parcels post system.

Jobbers and Manufacturers Differ.

Considerable disagreement also exists between the manufacturers and jobbers on the old question of manufacturers selling direct to retailers. The jobbers are fighting strenuously to maintain their position and some hot correspondence has passed between the two interests during the past year.

One instance might be quoted. The secretary of one of the jobbing associations wrote a strong letter to a certain manufacturer complaining of sales being made direct to retailers in his territory. The manufacturer replied saying that he was quite willing to have the matter investigated if the jobbing association would also look into the question of jobbers in that territory trying to get special prices on goods in order to try to undersell other members of the jobbing association. The manufacturer offered to supply names and dates, but they weren't asked for.

The American jobbers appear to have an effective organization along offensive lines in fighting syndicate buying, etc. But jobbers in the States, as well as jobbers and retailers in other parts of the world, have their difficulties when they endeavor to maintain prices which ensure a reasonable margin of profit for both wholesaler and retailer.

Chips From the Boardwalk.

For every evil under the sun
There is a cure or there is none.
If there's a cure, try to find it;
If there is none, never mind it.
—R. R. Williams, Editor Iron Age Hardware.

A card party, theatre party and a dance, with promenading on the board walk, comprised the social features of the gathering.

If "Tony" Lawson had been supplied with the necessary equipment, his hair would have stood on end during the auto ride at Philadelphia.

Andy Dykes was a popular man at Atlantic City. The manager of a firm whose purchases amount to over $6,000,000 annually is "some pumpkins" even in the crowd of big men who assemble at Atlantic City.

J. G. Henderson, publicity commissioner, Hamilton, Ontario, addressed the manufacturers gathering and gave a mass of information regarding the great opportunities Canada (and Hamilton in particular) offers for American manufacturers. Mr. Henderson got in a little wrong, however, when he got into politics and took seriously the foolish remarks of Congressman Clark on the subject of annexation. "Annexation sentiment is absolutely nil in Canada," said Mr. Henderson, and while this is the unvarnished truth, the manufacturers seemed to endorse the point made by a following speaker who told of an old maid who jumped at conclusions and made the mistake of accepting before an offer was made. "Canada might wait until she is asked," added the speaker.

Col. Robert Starke, Montreal, made many friends at Atlantic City and Philadelphia, and his interesting talk at the Country Club dinner made his listeners realize that Canada is a pretty big spot on the world's map.

"Bert" Alexander wouldn't stand to have his picture taken. He'd rather buy a million dollars' worth of hardware any day than face the camera.

Harry Hubbard divided his time between boosting Atkins' saws and the city of Hamilton as a manufacturing centre. As a result of Mr. Hubbard's efforts at previous conventions Hamilton has secured three large branch factories of American industries.

"More real work should be done at hardware conventions," said S. Norvell. "We should appoint committees to get results. A programme should be mapped out and three or four objects selected upon which every effort should be concentrated. In this way more real good would be accomplished than by talking over the same old questions at each succeeding convention."

WILL BE OVER 100 EXHIBITS

Arrangements for the Retail Hardware Convention and Exhibition at Guelph, February 19-23 are well advanced and the Executive Committee are now considering the addition of several features to the programme which should tend to make the coming Convention one of the most interesting in the history of the Ontario Retail Hardware and Stove Dealers' Association.

The Question Box Discussion will again be one of the instructive features of the programme, while an afternoon will probably be devoted to discussion of salesmanship in all its different phases, manufacturing, jobbing, retail, window advertising, store and outside selling plans.

The Exhibition will be by far the largest retail trade display ever held in Canada. Ninety-one spaces have been laid out in the Exhibition Hall with about ten more in a large room below. These latter have all been taken by hardware manufacturers at Galt. Of the ninety-one spaces in the main hall all but four have been sold or are held under option.

QUEBEC RETAILERS TO HOLD EXHIBITION

At a meeting called by the Hardware section of the Retail Merchants Association of Montreal, on Thursday, November 23, the matter of holding a retail hardware convention and exhibition in Montreal next February was discussed and a favorable decision was arrived at.

An option has been taken on the 65th Regiment Armouries on Bleury St., the date selected being the week following the Guelph convention, the exhibition at Montreal to be open February 28, 29, March 1 and 2, during the convention of the hardware section of the Retail Merchants Association of the Province of Quebec, convention and Exhibition being held in the same building.

A Provisional Committee was named at the meeting, the Chairman being Arthur Leger, Lecroix & Leger, President of the hardware section of the Retail Merchants' Association, Montreal.

Fred C. Lariviere, well known to Ontario hardwaremen for his active interest in retail hardware association work, is another member of the committee, while about eight or ten additional names were suggested to be ratified at next meeting of the hardware section. J. A. Beaudry was appointed Secretary and the following gentlemen were asked to act as an Advisory Committee of manufacturers, etc.: A. A. Bittues, Gillette Safety Razor Company of Canada, Montreal; Chas. F. Smallpiece, Taylor Forbes Company, Montreal; W. H. Gerke, Martin Senour Company, Montreal; W. H. Ford, Canada Cement Company, Montreal, and Weston Wrigley, Canadian Hardware, Stove and Paint Journal, Toronto.

An invitation will be extended to manufacturers to exhibit at the Montreal Exhibition, the spaces available in the armouries, allowing for about 60 booths 10 x 10.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright, Adjustors for the Assured, Toronto, and Advisors to the Insurance Department of ihe Ontario Retail Hardware and Stove Dealers' Assotiation

HOW TO EFFECT INSURANCE.

By W. G. Wright—Third Article

The covering of the property having been properly arranged, the range of the policy next needs consideration. The greatest care must be taken to make the policy extend to cover all portions of the building and its additions which contain the property. We frequently find policies covering stock something like the following: "Only while contained in the three-story, brick, metal-roofed building." While the property is contained in the three-story, brick, metal-roofed building and a two-story, brick-veneered, tar and gravel roofed rear section and a one-story, frame, shingle-roofed shed attached and the value contained in the first named part, and which is covered by the policy, is not more than one-third the property and in some cases the insurance is nearly double the value of the property actually covered, while two-thirds of the property is not insured at all. The agent sometimes does this in order to secure the low rate that is given on the brick portion and to secure the business by quoting a lower rate than his opposition; but oftener it is his carelessness or incompetence. In any case the result is a disagreeable surprise and a heavy loss to the assured when he has a loss.

This word "only" incorporated in a policy should be carefully noted. In fact, a contract well drafted from the viewpoint of the assured will contain few or none of them. The ordinary contract will often be found to read:

"On stock of stoves and hardware THE PROPERTY OF THE ASSURED ONLY while contained in the three-story brick building, etc., occupied ONLY by the assured as a hardware store and for purposes NOT MORE HAZARDOUS.

Notice the limiting words, not one of which but is intended to hedge the contract. Tinware, woodenware, oils, paints evidently intended to be excluded; keeping of paints and oils and tinsmithing practically forbidden. Just see if the policies you are now keeping securely in your safe have not some of these "onlys," put there so some of the companies would have you believe "just to explain the statutory conditions" but which really work not to explain anything but to narrow and limit the policy.

Permits and special indemnity clauses come next.

Permission must be obtained to keep coal oil for sale, also if a larger quantity than five gallons is kept for lighting purposes.

Permission must be obtained to keep gasoline or benzine for sale and for any larger quantity than twenty-five pounds of gunpowder.

Permission to use gasoline soldering pots, gasoline stoves, to light by gasoline by any system, all must be endorsed on the policy.

The usual permission to make ordinary alterations and repairs must be secured.

Then a clause making the company liable for loss by lightning must be part of the form.

If there are liens or mortgages, the companies must be notified and it is best done by stating it in the wording.

If any of the goods are kept for sale on commission or any fixture or machine bought under sale agreement, the wording of the policy must be made to accord with the conditions of ownership for "the company is not liable for the loss of property owned by any other party than the assured unless the interest of the assured is stated in or upon the policy."

The writer does not pretend to have exhausted the subject, he has only touched on it.

Twenty years ago was the day of the general store with a corner devoted to hardware, to-day we have a trade specialized in hardware and even branches of that trade again specializing. This is the age of specialization; the hardware man must recognize this in other lines besides his own. The day of taking the insurance policy as handed over the counter by the agent of the insurance company without even reading



A. C. Dykes
Manager J. H. Ashdown Hardware Co., Winnipeg

it should be as far removed as the day of the stage coach.

Twenty years ago every company sent out officials belonging to the company to adjust the losses for his own company; to-day nearly all losses are adjusted for all companies by experts, not connected with the companies, but working solely for the companies as fire loss adjusters. The businesses of advising on insurance and adjusting for the assured has developed to large proportions in the United States. Twenty years from now will see the Canadian public fully awake to the necessity for experts in both these lines in connection with every mercantile and manufacturing risk. You know full well that your business as a hardware merchant just takes all there is in you to learn and run and keep up to the times. You have neither time nor opportunity to learn or practice the insurance business; if you try, it will be at the expense of the hardware end.

Window and Newspaper Advertising

Fall and Winter Displays

By W. J. Illsey

First and foremost, stoves and ranges. Make plenty of window show of these goods, but be sure to change them at least every two weeks.

Give quite a lot of attention to paint and interior finishes for fall work.

Never forget that cutlery sells exceedingly well in the fall—all kinds of it from butcher knives to safety razors.

Make kitchen ware displays, and be sure to exploit washday things.

Sporting goods windows are good always and about ten times as good in the fall months.

Tools of all kinds make pleasing displays and are sure money makers for you. Give plenty of prices on all lines shown.

Displays for Christmas.

As the holiday season draws near all hardwaremen will be planning what to display. They will, of course, have bought long since the goods they intend to sell for Christmas. How to bring these to people's attention, how to sell them right and when to begin are all pertinent questions. Without doubt the correct time to begin the campaign is in November, early as possible.

Educate your citizens to the knowledge that the hardware store offers specially sensible and appropriate goods for Christmas gifts. Show these goods in your window in as attractive form as you know how. Tell your whole country people that you are anxious to sell them Christmas goods. This, of course, must be done through the newspaper, or probably you favor a circular letter telling of the many useful things you will have to sell, which will be mailed direct to your list of regular or prospective customers. Time has proven beyond doubt that people are buying more practical things every year for Christmas giving. Hardware offers many such. For example, pocket cutlery, safety razors, shaving sets, scissors sets, carving sets and cutlery cabinets or cases, electric irons, toasters, percolators and reading lamps, fancy coal oil table or hanging lamps, nickel-plated ware, skates, sleighs, rifles, snowshoes, toboggans, hockey sticks, games, silverware, cut glass, manicure sets, ladies' toilet sets, sets of tools in small chests for boys, toy sad irons, ranges, etc. A long list and one which hardwaremen might add to and still not wander far from the legitimate trade.

Bright Windows

Have your windows made as bright as possible when showing these goods. Use plenty of electricity, because the people who wander by your place of business during the evenings will stop to notice and make mental note of the lines shown, and later you will get results.

Displays for Christmas selling should be begun early. Use explanatory show cards such as:

"Early Showings of Our Choice Christmas Gift Articles." Or,

"We Begin Early to Show Select Lines for Christmas Giving." Or,

"Sensible Things These for Pleasurable Christmas Presents."

In making these displays many lines can be shown together. For instance, when showing gifts for children you can quite rightly show rifles, sleighs, toboggans, knives, scissors sets, manicure sets, tool sets, etc.

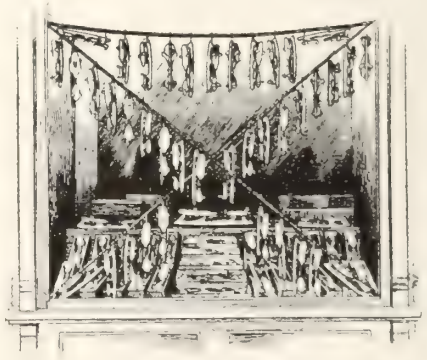
Make a special "Mother's Gift Window." This could consist of electric irons, nickel-plated ware, foot warmers, carvers in cases, scissors sets, silverware, cut glass, electric reading lamps, etc.

Carry out in same manner "Gifts for Father," "Gifts for Everyone," and so on right up till Christmas week.

About December 15 make your final and extra big effort to put in the best display of all. Fill every window with Christmas goods. Have the inside of your store displaying the Christmas wares in every best way possible. Boost for the biggest Christmas trade ever. Don't stint your newspaper space. Go after the trade strong and you will get it. In next month's article we will endeavor to lay out a few displays which will probably be of help to some merchants who are overly busy during December.

SUGGESTION FOR SKATE WINDOW.

In response to the many requests received at this office during the past month for an original sketch of a window devoted entirely to a display of ice skates



Rough Sketch of Display of Skates from which Hardwaremen may get some Ideas

we publish the accompanying drawing. This is a most excellent window, and as the general scheme of it is apparent, it is needless to say anything further about it. We shall be pleased to publish photographs of displays in which this idea may have been worked out by any of our readers.

DISPLAYING FIRE ARMS.

An excellent method of displaying rifles and shot guns was seen by the Journal in the store of Harland Bros., Clinton, Ont. These goods look much better when shown standing up or leaning against the window than they do lying flat. The sportsman, too, likes to look at the article displayed in this way. Mr. Harland

realizes this and in showing his line he drives hooks into the floor of the window, to each one of which is tied a piece of stout cord a little shorter than the length of the gun. A harness snap is then tied to the other end of the string. A gun or rifle was then placed between two of the hooks, the cord pulled taut and the snaps fastened to the mouth of the barrel. In this way the gun was kept rigid, without leaning against anything.

As the window was not very large, three guns were placed in a row at the back of the window, with neatly arranged pyramids of ammunition in between. A couple of more guns and some hunting knives were shown in the foreground and, while there was nothing elaborate about the window, it made a very effective display.

dow display. I find many good suggestions in daily experiences.

In my regular tool windows I do not put prices on the goods, unless it is some special offer, because a man generally does not look at the prices in buying a tool that he needs. But there is a difference when putting house furnishing goods into a window, as these are nearly always bought by the ladies.

Every window trimmer should have full charge of the window, as he ought to know what goods are suitable for the season; and that will be a good reason why a hustling trimmer in charge of different show windows should be always on the lookout for all good and proper suggestions that he can get and should use



A Seasonable Display by C. H. Smith for D. W. Douglas, Campbellford. Note the Wooden Rod across the Window into which are stuck Pocket Knives with the price under each one. The idea produced splendid results

SUGGESTIONS FOR WINDOW TRIMMING.

By Carl Heinz

The majority of live hardware merchants now realize the value of window displays. In trimming a show window I believe in not covering the window while at work, as some people would think the store closed. I believe the window should be changed every eight days if possible. By doing this regularly the people will be always on the lookout for a new display.

In decorating a tool window it is well to put in some special attraction suitable to the goods you want to show. For instance, get some new idea that will be specially attractive, from your daily experience or from some suggestion thrown out by a friend or even a child. Such pointers should always be remembered as they come in very handy at some time for a win-

all the brain power he can command to make his windows as attractive and effective as possible.

The main point is not to overload a window, and this is where most trimmers spoil their windows. When properly dressed, the show window is the best salesman that any firm can procure.—American Artisan.

CANADIAN MADE FOOD CHOPPERS.

D. Maxwell & Sons, St. Mary's, report a big sale for line of food choppers recently placed on the market by them. The food choppers are the only Canadian made goods of their kind and have behind them the reputation of the Maxwell firm built up as a result of several decades during which they have manufactured quality goods. Jobbers and manufacturers should encourage the Maxwell Company in their effort to build up a Canadian industry.

The Ad. Critic

By S. M. L. Pica

I want to make this department not only interesting but useful. The more assistance I get from the readers of the Journal the better I shall be able to accomplish this. There are many ways in which retail hardwaremen can assist, one way is by sending in a sample of their advertisement which can be reproduced in this department. Another is by sending in copies of circulars or business letters which they send out. I would be glad if when sending in advertisements, circulars or business letters if those who send them would state what results have been obtained from them in the way of direct business. To criticise any conclusion or suggestions of mine would also be most acceptable. No one man knows everything about advertising no matter how long he may have been in the game, and two heads are always better than one.

My only object in running this department of criticism is with the hope in some small way I may be able to stimulate and encourage advertisers, and if possible suggest ways and means of making advertising effective. Advertising is becoming more and more recognized as one of the essentials to business success. In the very early stages of business there was no bookkeeping. To-day business could not be successfully done without bookkeeping any more than a motor car could travel without wheels. There are still a few business men who cannot yet see that advertising is an essential in business, but the number who so think is gradually becoming smaller.

My criticism of the advertisements, which are herewith reproduced, in much modified form, of course, is as follows:

Anderson & Warnock, Vancouver (size of original 6½ x 4½ inches). This is a good advertisement in many respects. The top line "Home Laundry Helps" is appropriate and the lists selected, no doubt, not only attracted attention, but excited a desire to purchase one or more of the lines mentioned. If there is any criticism I would offer, it is that the advertisement would have looked a little better had it been about a column wider, particularly in view of the size of the cuts, which are rather out of proportion to the size of the advertisement.

Ashdowns, Winnipeg (size of original 8 x 9 inches). This advertisement is well worded and it is a good idea to devote it to one line of goods, namely kitchen utensils. There are one or two things, however, which mar the advertisement. In the first place the centre illustration is not only out of proportion to the size of the advertisement, but there is scarcely a necessity of giving it a humorous turn. The fact that kitchen ware was being handled by the firm was scarcely a humorous matter. The border is also too heavy. If the advertisement had been perhaps a third longer, even the centre illustration would have looked a little better.

Neely & Blood, London (size of original 7 x 2¼ inches). This advertisement evidently secured direct business. It is well worded and the goods selected, particularly in view of the prices named, no doubt excited interest. The lines "Some hardware specials on sale Tuesday" is good. The advertisement is, however, rather crowded. Without even making it larger this might have been avoided if the name of the firm on the top of the advertisement had been left out, particularly in view of the fact that the name was at the bottom. Space costs money. It should therefore be economically used.

B. C. Hardware Co., Ltd., Victoria (size of original 2 x 4½ inches). This is a neat little advertisement, but if it had only double the depth and a few well turned sentences used that would tend to create a desire on the part of the reader for one of those heaters, its utility would have been enhanced.

Isbister & Pretty, Saskatoon (size of original 3½ x 4½ inches). This is a nice little advertisement and well written. To tell housewives in that part of the country where fuel is so dear and so necessary that the Buck Base Burner would save one-third of the fuel, no doubt, made its impression. The advertisement is on the whole well balanced, but the heavy rule following the reading matter might well have been left out.

Echenberg Bros., Sherbrooke (size of original 9 x 4½ inches). This is an advertisement which stove dealers might with advantage copy. The reading matter is to the point and the advertisement well balanced.

Hardware Specialties, Limited, Winnipeg. (size of original 5 x 6½ inches). This advertisement in regard to the Economy Heat Generator has a convincing sound about it. A contrivance which prevents soot and fires, as the advertisement says it does, should interest everybody. If the testimonial had been of a more recent date its effectiveness would have been increased.

George Taylor Hardware Co., Limited, New Liskeard (size of original 10 x 6½ inches). In its proportion this advertisement is one of the best shown. Its artistic appearance would have been marred had smaller space been used. The advertisement is well written and plenty of white space allowed. It is always a mistake to sacrifice white space to economy. It is a good model advertisement.

CO-OPERATIVE RETAIL ADVERTISING.

An advertising campaign that is productive of good results is being worked by several of the merchants in Owen Sound. In spite of the fact that there are several large stores in the town, with a big variety of stock, there is an unusual amount of business goes to the merchants in the large cities. While the storekeepers realized this, it remained for Mr. Chester, of Dunbar & Chester, to start something to prevent this.

He contracted for a full page of advertising in one of the weekly newspapers of the town. He then went to merchants in different lines and told them his scheme was to run in the centre of the space each week a short article, calling the people's attention to the advantages of supporting the merchants in their home town. Then he sub-let space in the paper to these merchants, making the page advertisement really a buyers' directory.

Each week the article in the centre is changed and two or three of them are given here:

Buy in Owen Sound.

By spending your money out of town, you get nothing but the goods you pay for and you pay the same price as you would pay in your own town. By spending at home, you not only get direct return of value but indirectly it will come back to you in a better town, better roads, better schools, better stores and better social conditions.

Another one of the series is the following:

When you spend a dollar many miles away, it is gone for keeps and you get no more benefit from that dollar, but when you spend a dollar at home, or in your own district, the person who gets that dollar gives it to another one, who pays it to another, and so on. Can you not see what a ten-fold benefit it is to keep it rolling around you? Each one that gets that dollar benefits a little and the earnings of that dollar pile up to the benefit of the whole community. It pays to keep it rolling.

Still another reads:

It is foolishness for anyone to suppose that the far away mail order houses are doing business for the fun there is in it. See the reports of the large fortunes the proprietors are making. Do you not think it would be better to have this money circulating in your own town? Have a little local pride. Do not be scared for fear some of your neighbors will make a little money; just the very thing that you are trying to keep him from doing and doing yourself. Apply the Golden Rule at home. The more business the home stores do, the more prosperous the community.

HONEST ADVERTISING.

In writing advertisement, always make plain what you have to offer and never make a statement you are unable to back up. The writer knows of one case where the failure of a merchant was due directly to the fact that he stated in his advertisements that he was offering a certain line of goods of excellent quality and when the people came into the store, he was unable to substantiate his claims. As a result of this, when people did read his advertisements they would say there was no use in going there the thing might be a fraud. Honesty pays.



Samples of Retail Hardware Ads. See opposite page for criticism.

There's an old saying that "Every knock's a boost" and merchants consider it bad form to state anything against the firms doing business in the city. This is true, for every time you mention their name or their prices, you are only advertising them. However, the method employed by Owen Sound merchants cannot be called bad form. It is just calling attention to cold, hard facts and not roasting the other fellow.

The Journal would like to hear from its readers what they think of this method.—Ed.

LIFE LINES.

Positive proof holds fortune captive; fortune can be coerced but not coddled.

Good fortune rarely instructs; it's her daughter, Misfortune, that gives the best lessons.

Your time belongs to your employer when he pays you for your work; then to "kill time" is robbery.

Hold the horses back a little in your haste to reach decision, and you drive the faster to the end in view.

If you like what your friend likes you flatter and you please him; but when you say your say—what you know to be so—he may turn his back on you.—B. L. Smith.

Business and Store Management

A PAYING VENTURE IN TOYS.

Last year the St. Mary's Hardware Co., St. Mary's, Ont., stocked a line of toys. They were prompted to do this by the fact that a bazaar store a few doors from them got all the trade in this line. Then people would come in and ask if they kept toys. As the venture was only an experiment a very small stock was laid in. Fifty dollars constituted the extent of the purchase. However, there is a good profit in the line—100 per cent.

No fancy lines, such as dolls, stuffed animals or anything like these were bought, the stock constituting iron toys, such as banks, toy pistols, fire engines, mouth organs, tin whistles and a few mechanical toys. Besides the regular profit on the line, the company gained a lot on increased sales of other goods. The scheme brought a lot of extra people into the store.

The goods were displayed on a long counter in the centre of the store and a price ticket attached to each article.

"Our clerks were very busy at that season," said Mr. Bartlett, manager of the company, "and we figured that the price tickets alone would sell the goods. We were right, for people would come in, look over the lot and come up to the counter and ask to have a certain article wrapped up."

No special window display was made, but mention that the firm was selling toys was made in their advertisement in the town papers. No extra salesmen were employed, but after the sale the firm thought they might have done with an extra girl, particularly at nights.

This Christmas they are going into the scheme again, only on a much larger scale. More stock will be purchased, and the line more or less featured during the holiday season.

"The only thing that is worrying us," said Mr. Bartlett, "is lack of room. We are pretty crowded down stairs. While we have plenty of room on the second flat, we think it would be hard to get the people to go upstairs."

It will be seen from this firm's experience that it will pay a hardware man to get a small stock anyway. Very little, if any, extra work is required and the profit is good.

SHOULD HARDWARE MEN RENT FIRE ARMS.

At this season of the year there are a great many hardware men renting shot guns and rifles, and the question arises: Does it pay? We have asked this question of several dealers—some who are still doing it and others who have tried it and quit.

The most a man will pay to rent a gun is 50 cents a day, and some dealers rent theirs for 25 cents. There is no profit in this, when one considers the wear and tear on the gun. But then a man who rents a gun must have ammunition and, of course, there is a profit on that.

One has to be very careful of the man to whom he rents a fire arm. While it is understood that the one who leases the arm must pay for any damage done, it often happens that when the gun is brought back, there is no visible damage, yet it might take the dealer a half day to clean the thing up. Some men can hire a gun and bring it back in such condition that one would not know it had been out of the shop, while others come back with the property all scratched and dirty. If a gun is badly scratched it cannot be sold as new, and this, of course, means a loss. Rifles, being lighter, are more apt to get scratched and the barrel plug more easily.

A representative of the Journal was in a hardware store recently and the proprietor showed him a rifle that had been rented. The man who hired it must have been shooting big game, got into close quarters and hit the animal over the head, for when the gun was brought back the stock, just back of the hammers, was broken clean across. The man paid for a new gun, but then he might not have had the money to do so, and then what would the dealer do?

Good judgment and a knowledge of your man is necessary in this branch of the business.

A CHRISTMAS TRADE IDEA.

Last Christmas, Chas. C. Lee, hardware merchant, Goderich, Ont., had a window decoration that attracted considerable attention. A Christmas tree, brilliantly lighted with different colored candles, stood in one corner, with a young man, dressed to represent Santa Claus, moving around it. A partition had been put up to make two rooms and a little girl in her night robe stood at the door peeking at Santa. Various lines of hardware and iron toys were hung on the tree and tastefully arranged on the floor of the window.

PRECAUTIONS IN ORDERING GOODS.

Use a separate letter sheet for each distinct matter on which you are writing to a wholesale concern, remarks an exchange. One letter, if it refers, for instance, to a remittance, contains an order for goods and a complaint as to shortage on a previous shipment, will have to go, in turn, to three or more different branches of a wholesale organization. This may mean a delay of some days before all the matters have been looked up and attended to. If each matter is taken up on a separate sheet each sheet will go at once to the department where it belongs.

It is much easier to grasp the meaning of a typewritten letter than one in long hand, and the chance of error is thereby minimized. It is also easier to get the sense of a letter when it is written on only one side of the sheet.

An itemized pay-statement enclosed with the remittance will often prevent misunderstanding and thus save inquiries by correspondence. Many concerns keep a carbon copy of their pay-statements for reference

and for use in case of any point or objection being raised by the payee.

When sending an order to a firm with whom you have had no previous dealings shipment may be expedited by giving, with the order, the name of some concern with whom you have had active business relations—preferably a concern located in the city to which first order is sent. This may not be necessary when the firm placing the order has a wide reputation, but it can do no harm in any case.

Reorders sent by mail should include all necessary particulars, including quantity, size, color, width, style, price, etc. Also give the firm name, city and State, the date for shipment, and, especially, complete instructions as to how the goods are to be routed, so that the transportation company (to which the wholesaler is to deliver the goods) can be properly directed by him.

If valuable goods are ordered to be forwarded by express, instruct the wholesaler as to whether he should or should not have their value declared and included in the express company's receipt.

When placing an order with a travelling salesman, or when purchasing goods in the market, insist on having a copy of the order, showing terms, time for delivery, shipping instructions and other details. Such copy should be filed with the receiving clerk or other suitable employe, so that invoices, on arrival, can be compared with the order.

When express packages are received make a memorandum of the house from which they come, the weight, and the express charges, also whether prepaid or collect. Such information will be highly valuable if it happens that claims have to be made. If the package is numbered by the wholesaler, that number should be noted.

Store employes on receiving packages from express companies, railroads and other carriers should be required also to note the condition of packages, so that if a shortage is discovered the cause of it can be more readily located.

To prevent invoices enclosed in packages being inadvertently thrown away or lost, the invoice should be looked for prior to throwing aside the wrappers, etc.

Contents of each shipment should be carefully gone over and checked as soon as possible after arrival, and any shortage, damage or other discrepancy should at once be reported to the wholesaler. A carbon or press copy of such claims should be retained for reference.

Clerks should never be allowed, in their haste to put goods on sale, to remove them from the receiving-room before the quantities have been properly checked off with the invoice.

When undue delay occurs in the receipt of goods, don't wait too long before notifying the wholesaler. The sooner he receives such information the easier it will be for him to trace the shipment, and thus the sooner will the retailer receive it.

When returning goods to the wholesaler, notify him promptly of the reason for the return, and mail him an invoice, or else enclose it with the defective goods. See that the debit memo is checked off before packing, so as to avoid error on the part of the store.

Have the name of the concern, or of the store, placed on such returned packages, so that their origin may be clear to the wholesaler immediately on their receipt.

A careful record should be taken of articles sent back to the manufacturers for repairs. Debit his account with the amount, making notation why they are returned to him. When the goods come back, credit the wholesaler's account promptly.

COMPETITIONS AS BUSINESS GETTERS.

Campbell & Best, hardware merchants, Peterboro, Ont., realize the importance of adopting up-to-date business methods, and once or twice a year put on some scheme that is productive of good results. A short time ago they were successful in working out a plan that was a great inducement to people to pay cash. They announced in the town papers that they would hold a contest and award five useful household articles to the five persons that had purchased the highest amount of goods and paid cash for same. These prizes, in order of rating, were a "Happy Thought" range, a "Radiant Home" heater, a washing machine, a fireless cooker and a clothes wringer. Large size space was used in all the papers and the scheme was thoroughly advertised.

The method of keeping track of the purchases was to give each one who entered the contest a small book and when a sale was made the amount was entered therein by the clerk who sold the goods. To keep a check on these and to prevent any fake entries, the



Half-page reproduction of one of the Ads. used during the Competition

store kept a book in which the names of all the competitors were entered, and each sale was put down in this.

No mention was made at the start as to how long the competition would last. The firm advertised that they reserved the right to draw it to a close as soon as they saw fit or to let it run as long as they pleased. In this case, it lasted nine months. It would seem that the longer a contest of this kind is run, the more money for the dealer. However, Campbell & Best state that the only drawback to theirs was that it was run too long. Competition at the start was very keen, but at the end of three or four months it began to sag. When they announced that the contest would come to a close in a month, however, business picked up. Another thing that was a drawback was that people who only purchased occasionally would not enter a long competition.

"However," said Mr. Campbell to the Journal, "we made money and will in all probability run a scheme of the same nature, but not for so long a period. It requires a great deal of time and effort to keep up the interest. I think the few months before Christmas is the best time."

The Cost of Doing Business

By Robert S. Denham

In connection with the cost of doing business, I want to say this: That all of you, I believe, are in business with the same object—profit. Judging by the actions of some men whom I have known in business, there are some who are not in business for profit. They are in business to keep a competitor from getting any business, regardless of profit. But of course I can not believe that any of you belong to that class. Now then, we are talking about profit. Unfortunately, I have met a great many men who don't know the difference between cost and profit. I am working with some of the people who are among the most intelligent in the country, constantly, and yet there are many of them who in making estimates and discussing matters of cost constantly confuse cost and selling prices, half of the time, not knowing which they are talking about. Some of you have met people of that kind, and will agree with me, I am sure. Now, what is profit? Profit is the difference between cost and selling price; and some people do not see enough of it to get very well acquainted with that margin. No wonder they don't know the difference between cost and selling price! What is cost? Cost is the sum total of all expenses for material, production cost, cost of doing business; the last cent of cost must be paid before there is a cent of profit. One of the most misleading terms that has ever been injected into business is gross profit. You hear a man say that a certain article costs him 20 cents, and he sells it for 25 cents, and he believes that he has made a profit. As a matter of fact, the probabilities are, under the ordinary methods of doing business, that he has lost money, because in speaking of cost, he refers to the invoice price; and there are very few of you who would not find, if you figured your cost correctly, that your cost of doing business is more than 20 per cent. A gentleman over here discussed the matter of percentage a few minutes ago. I have been preaching on the percentage proposition for the past several years. Percentage is the nigger in the woodpile of business. There isn't one man in ten that I come in contact with that can not be confused in percentages in five minutes, and that was proven here a moment ago—that a majority of men can be confused. A man, for instance, buys an article at a dollar, and advances the price 25 per cent. Let him now give a 25 per cent. discount on that item, and has he not gone back to a dollar; he has lost 6¼ cents. They don't understand that a certain per cent. on a certain amount is always a higher per cent. on a lesser amount, and half of the business men in this country to-day do not know that profit is not figured on cost, but is figured on selling price, always. If a man's cost of doing business is 25 per cent., then there must be an advance of 33 1-3 per cent. to cover the cost of doing business, and in order to make a profit he must sell at a higher margin than 33 1-3 per cent. I think that the schools of this country ought to take the matter in hand and teach the boys growing up differently from the way they do teach. They teach always that profit is on investment or cost. Now, dividends and profits are two entirely different things, and yet I find that the average business house confuses them. A concern says, "Well, we made 8 per cent. last year," and I ask, "What do you mean; on your capital invested or on your sales?" "Oh, on our capital invested." "Well, how much is that on your sales?" "Oh, about 4 per cent." Sometimes considerably less than that. Now, if I do not do any more than one thing in my talk, and that is to impress upon you the fact that you must look twice when you look upon a percentage showing, if you will follow that suggestion, I will feel well repaid for coming before you.

What is cost? Cost is the invoice price on the store plus all of the expenses of handling, deterioration due to handling and storage, and the cost of doing business. These items must be taken care of before you can have a profit.

The cost should include depreciation and interest on the investment, and those two amount to 10 per cent. I am simply giving it in round figures here, without being exact. You can figure it out for yourself on your own percentage scheme.

And so we find a great many stores doing business on that basis. Now, I believe that the greatest bane of the business world to-day is fear. You are afraid to stand for what you ought to have, very frequently, in making prices. You are afraid your competitor will get the order away from you. You are afraid your house will be considered high-priced, and you will drive business away. And why are you afraid? Simply because fear is always the child of ignorance. Know your cost. When you know that an item costs you a dollar, you will not sell it for 90 cents. And when, on account of your lax methods in determining your cost, you assume that there is a margin of profit which does not really exist, you will allow your competitor to set your price, and very often you will find the customer setting the price, especially if you are manufacturing. Very often we find that the customer has a price-list for the manufacturer who has no cost system. He simply takes the customer's word for what a competitor will bid. The ordinary manufacturer working without a knowledge of cost to-day, in making an estimate, figures, not so much on what it will cost him to do the business, as on what he thinks his competitor will bid on the job, and then he goes below that, and if his competitor is bidding on the same job, the chances are that the other fellow is looking at him and assuming that he is going to be a price-cutter, and so the price is pounded down and pounded down until there is absolutely no profit in it. Now, it costs more money to do business in either manufacturing or in your store to-day. Take your store for instance. Why does it cost more to do business to-day than it did ten or fifteen years ago? There are four or five reasons. The first is, that the commodity has a smaller value, as a rule. Now, we talk about the high cost of living. As a matter of fact, manufactured products are cheaper to-day than they were several years ago, in a great many lines. Produce that grows is higher. Consequently, the cost of living, so far as our necessities of life are concerned, are very much higher, and the two will eventually, I presume, work out on some kind of a mean so that we will not have any terrible panic. But as a matter of fact, improved machinery has brought the cost of manufactured goods very much lower. A certain dealer figured some time ago that the same bill of goods that

he sold ten years previous for, say, $45, could now be sold for about $36, with the same advance by percentage over its cost. But on the other hand, on account of the greater amount of handling necessary to do an equal volume of business, due to the difference in value on account of the larger number of distributors, making the orders less, and a practically limited amount of business scattered among more distributors, he found that the cost of doing business for a dollar of business was considerably higher than it was some years ago. And so there is a problem constantly before the business man of to-day, and he cannot afford to ignore it. He cannot assume to do business on the same basis that his father or grandfather did. He cannot take the cost of doing business the same as they did. He must know what it is, and when he knows he will be fearless in asking his price. Knowledge is the parent of confidence, and the business of this country is built on confidence. Fear is the child of ignorance. Dispel the ignorance in any subject that you wish to name, and you will then dispel the fear. Whenever you discover the true cost of doing business, so that you absolutely know what it costs you, you will not hesitate to ask the customer the price. And that is true of everything in this life, and I believe in death also. If we knew the beyond we would not be half so fearful of it. Ignorance is the parent of fear, and fear is the curse of this country. eLt us spend more of our time in learning to know our own business, our own people connected with the business; learn to know our competitors. But fear has made many of you dishonest with yourselves.

If you will be honest with yourself, and include in the budget of expenses every element of cost in your business, you will find that your profits are not what you are wont to brag that they are. You will find in many cases that they are far below what you supposed you were making, and, unfortunately, in many cases you will find that you have no profit where you supposed you had a profit.

TRAINING NEW CLERKS.

Selling is, of course, the most important end of merchandising. That "goods well bought are half sold" is another of those old sayings which won't hold water. So the way his customers are waited upon should be a matter of first consideration for any merchant.

Many merchants, says Merchants' Journal, put their new clerks through a regular course of instruction, and watch them very closely for a considerable time to see their method of procedure in selling goods. This seems to me to be an excellent idea.

Most untrained help comes to a store with very erroneous ideas and notions as to what constitutes salesmanship. Either they talk too much or too little. They are apt to praise everything they show with equal enthusiasm, regardless of its merits. Or else they show only what is asked for and not much of that. They are too indifferent, or too anxious. They suggest when a suggestion is unwelcome, and advise when advice is not requested. They lack courtesy, or they are too familiar. And so it goes. And yet, withal, the young clerk may have the stuff in him out of which good clerks are made, and the merchant must watch for diamonds in the rough. All they may need may be a little well-directed, competent instruction from one who knows the art of selling.

We can hardly expect an untrained clerk, however bright and intelligent and anxious to please, to give good service without having received some information about the things which make for good salesmanship.

Selling goods, being a profession that must be learned, some one must do the teaching, or the clerk will have to be taught by experience, which is a good, but costly instructor. This is also hard on the clerk, and very expensive to the employer. It pays to take the time and trouble necessary to post new clerks thoroughly in their duties, and how best to perform those duties and to keep an eye on them afterward lest they forget.

Sometimes the proprietor of the store must do this work, but I have seen cases where the proprietor had no skill in teaching a new clerk, and was wise enough to turn that job over to some of his subordinates who were thoroughly posted in the business. It isn't everybody that can teach a new clerk in the way he should be taught.

Sermonettes on Salesmanship

Written for the Journal by Myra Maitland

THE MAN WHO HASN'T TIME.

Text: And the Merchant, gathering up a handful of nails that had fallen upon the floor, answered unto the trade paper solicitor: "Don't want your paper—take one now, and haven't time to read it."

Dear friends, the foregoing text comprises the parable of the Merchant who went on being little because he hadn't time to be big.

That parable befell the other day in a hardware store.

Merchant has a big store, a big stock, a big trade—ought to be pulling out $6,000 a year—$20 a day, $2 an hour, three and two-thirds cents a minute.

"Ought to be pulling $6,000," I say; for the merchant never pulls what he ought to pull who spends 10 cents' worth of time replevining a cent's worth of nails when a $6 a week clerk can do the trick in less time—yea, and in less expensive time.

Yet Merchant, cleaning oil cans, handling the nail puller, sweeping the snow from the walk, protests that he's too busy to look on his business from the broader viewpoint, to see it in the clearer light.

If he did, would he go on doing things that cheaper men can do as well?

Wouldn't he, rather, spend his hours studying the methods of other merchants, the conditions of trade, the recorded happenings of yesterday and the predicted happenings of to-morrow?

Wouldn't he, rather, with the knowledge thus gained, spend yet more of his time in generaling his purchases, in marshalling his stock, in supervising and directing his helpers?

You're not the merchant who goes on being little because he can't find time to be big.

No—not that kind.

But could you be bigger?

In the hope that you might be bigger, in the fear that you may become small, climb now and then to an eminence and take a broad view of the business battle.

Reconnoitre the field from the hilltop occasionally, instead of plodding blindly across the plain.

Salesmanship Essential to Success

HOW A TRAVELLER USES CATALOGUES.

By the Man Who Did It

A short time ago a firm of large proportion erected a new building and had intended adding some new departments. The writer called on the buyer on various occasions but was not prepared at the moment to know just what lines his firm had expected to add to their range of merchandise. The traveller said: "I will send you a catalogue in the meantime, look it over and should there be any lines you are interested in before I return, write house for quotations."

A large hotel was being erected in this city and the manager came around to see what this new store had to offer. After showing the party round the store they took him into their office and asked him to look over the catalogues of lines he was interested in. He said: "I will need one gross of that line and one-half gross of this line" and so on through the various catalogues. "Send me your best prices," he said.

However this particular firm we write of received an inquiry for prices a few days later and after confirmation of prices, secured the order.

The point is this, if the taveller for that firm had not sent their catalogue, they would not have received the order for this and many other articles afterwards. So it goes to show that catalogues are good advertising mediums for manufacturers as well as jobbers. Our readers may have had similar opportunities in their way, but did not take advantage of them.

Travellers may be of good assistance to any hardware dealer if he uses them right. Most of dealers do, but there are a few exceptions.

DO THE SALESMEN DO THEIR PART?

In the old days of merchandising people knew that Brown or Jones handled door sets, nails, screw drivers, and so on, says Hardware Dealers' Magazine. He didn't have to advertise his wares, tell the people why they were better than the other fellow sold and cheaper. Competition wasn't then what it is to-day. If people wanted an article they knew just where to go for it.

The merchant of those days didn't bother about his window displays, usually opened a box of hardware in the centre of the window and let it go at that for a number of weeks. Newspaper advertising he never thought much about.

Let the merchant of to-day do the same, go without advertising and attractive window displays, and see how long he lasts.

But now back to the heading of this subject. The advertising man and the window trimmer are specialists, who bring people into the store. Merchants to-day spend thousands of dollars every year for newspaper publicity and window displays, and all for one purpose —to attract people to the store. If for a special sale direct results are expected, or if just a general ad. indirect results are sure to come. At any rate, the advertising man and the window trimmer brought the people in.

Now, it is up to the salespeople to do the rest—sell the merchandise. They can make a customer for the store by giving the best of service, or they can drive them away. Salespeople should back up every ad. and window with the goods, tell everything about them. If the price has been cut, they should learn the reason why, so if the customer wants to know they can tell them right off.

The store's advertising and window displays should be watched closely by every employe, not alone their own department, but over the whole store.

Goods that are advertised should be prominently displayed with a price ticket. Even if not advertised, attractive displays on counters or tables sell the merchandise.

Price tickets are a great factor in selling. They can truly be called silent salesmen.

Back up your advertising man and window trimmer by selling the goods.

THE CUTTING CUSTOMER.

When the customer tells you he can buy the thing a farthing cheaper at the next place down the street, think of this, said Mr. Kilgour. A number of Irishmen who had never been out of their native village were telling yarns of their adventures, fighting lions, tigers, and elephants. One little man sat in the corner smoking his pipe, saying nothing, but waiting for a chance to take them down. At last they turned to him and said: "Haven't you had any adventures?" "Yes," said he. "When I was in Africa I went out lion shooting. I had one gun and one cartridge, and I was chased by three lions. Well, I ran a mile and a half in an hour and a half, and by degrees I got away from two of the lions. But one of them was following me still, so I ran another mile and a half in an hour and a half, and there he was coming after me, and just ahead of me was a precipice 15,000 feet drop right into the sea. So what was I to do? Well, I got my one cartridge, and I put it into my gun, and I fired at the lion, and, be jabbers, I missed him! What did I do then, do you say? What could I do? The blamed lion ate me up." The moral is illustrated by what happens in Brisbane in another trade. When customers say that they can buy an article threepence cheaper at the next place, it is now the regular custom to go to the telephone, ring up the other fellow, and ask him if that is true. Some customers are to be believed just about as much as that Irishman.—Australian Hardware.

Some retailers imagine that they must cut prices on goods that they advertise. On the contrary, the leading retailers in this country do not emphasize cut prices but call attention to quality first and price afterward. They argue "good values for the money" rather than "goods given away," and it is noticeable that they get the cream of the trade.—Exchange.

Stoves and Housefurnishings

Humidity in Living Rooms

By Lilian S. Loveland in "Good Housekeeping Magazine"

We modern Americans, when we build a new home, have it back-plastered, or build it of brick or stone, equip it with storm windows and weather strips, lay double floors, and in every way strive to keep out the cold. Then we put in the very newest and best heating apparatus to be had, and attach a thermostat to insure even temperature; we keep our living rooms at whatever temperature we choose and think we have solved the matter. But in shutting out the cold, we also shut out the moisture in the outside air, and then we proceed to dry out what moisture does get in by our various heating appliances.

The houses in which we live are dryer in winter than the dryest desert regions of the globe. For instance, the average humidity at Yuma, Ariz., is 42.9 per cent.; at Santa Fe, N. M., 44.8 per cent.; in the Punjab and northwestern India, 31 per cent.; and in the deserts of Africa it averages from 27 to 33 per cent. The humidity of our living rooms in winter is from 15 to 36 per cent. where no effective effort has been made to raise the humidity. The average outdoor humidity in the United States is from 60 to 70 per cent.; therefore the change from indoor to outdoor humidity is very great. By relative humidity is meant, the ratio of the amount of moisture present to the amount necessary for saturation; that is, if we say the relative humidity is 50 per cent., we mean that the air contains one-half as much moisture as it would if it were saturated.

In the old days when the houses were heated by fireplaces, the occupants probably suffered much discomfort from cold, but their method of heating did not dry out the moisture in the air of their houses as is done in ours.

The Effects of Dry Air.

There are numberless ill effects which result from the extremely dry air of our living rooms; our furniture checks and cracks and falls to pieces; our pianos lose their tune; house plants get brown and wither up; our skin becomes parched, and we women, without knowing why we have to do it, apply cold cream, glycerin and the like to keep our skin moist; our throats become sore and our voices more and more harsh and scratchy. Possibly this explains the "American voice," which is such a source of ridicule among Europeans. They do not keep their houses hot and dry as we do, because their mild climate does not require our modern heating methods. Even in northern Europe, where the cold is severe, their method of heating is primitive like that of our forefathers in this country, and they do not dry out the air as we do with our furnaces, steam and hot water heating. The dry atmosphere also acts as a stimulant to the nervous system; our sleep becomes restless and broken and we become more and more conscious that we have "nerves." The change in going from our dry living rooms to the moister air of outdoors, also makes us more subject to colds.

Furnace makers realize this state of affairs to some extent, as most furnaces are equipped with a cast-iron pan holding about twelve quarts, from which to evaporate water into the house.

During the winter of 1901, my husband, who is a meteorologist, and myself tested this furnace pan quite thoroughly. We lived in the north half of a double house, both parts being practically alike and equipped with furnaces of the same size and make. We used the water pan in our furnace, while that in our neighbor's was not used. Each day at noon for a period of three weeks, I took the humidity observations in both houses. We evaporated about two quarts of water a day from our pan, and the result was only about one per cent. higher humidity in our house; a difference so slight, that it seems probable that such a small pan in a furnace is of little or no value.

Pans of Water.

Many people put small pails or pans of water just inside the registers, and I have known physicians to recommend this practice in cases of catarrh or throat troubles. We tried placing pans of water in four of the registers in addition to the pan in the furnace, and increased the evaporation to 5.9 quarts per day; when the humidity was 2.4 per cent. higher in our house than our neighbor's.

From observations taken in steam and hot water heated houses, we find that there is practically no difference in the relative humidity of the air, between them and furnace-heated houss. Many people believe that hot water heating gives a moister atmosphere in the house; it does give a more even, uniform heat, but none of the moisture from the hot water itself can get into the house. The only way to raise the humidity is by the actual introduction of moisture into the house.

My husband felt that a humidity of 50 per cent. in our living rooms was the correct standard to be striven for, so when, two years later, we built a modern, eight-room house, he had that in mind in planning the heating apparatus. We put in a regular hot air furnace, but when it was being set up he had one large galvanized iron pan and one smaller cast iron pan fitted around the firepot, inside of the jacket of the furnace and under the radiator, so that the moisture evaporated went directly into the hot air pipes and then into the living rooms. These are in addition to the one furnished by the furnace maker, and the three pans, all told, hold seventy-two quarts of water.

In severe winter weather, when there is a hot fire in the furnace, we evaporate from 20 to 24 quarts of water in 24 hours. Ordinarily, when the thermometer is from 20 to 30 degrees outdoors, we evaporate from 12 to 15 quarts per day, and raise the humidity in the house up to 35 or 40 per cent. If we evaporated more than that, the extra moisture in the air would condense on the windows, forming steam or frost and would be a nuisance in many ways.

In a laundry with the washing going on, the humid-

ity is probably over 90 per cent. and we know how wet and steamy the walls and ceilings are, as well as the windows. If, however, all the windows in the house were equipped with storm windows, we could keep the humidity at 50 per cent. without any inconvenience, as the air space between the double windows acts as a non-conductor of cold, keeping the inner window warm and thus the moisture would not condense upon it.

To summarize, we find that evaporating 12 to 15 quarts of water daily, during average winter weather, is about the right amount for a house like ours, only partially equipped with storm windows. This keeps the humidity at 35 to 40 per cent., which is certainly a big improvement over the humidity in the average home, which is probably below 25 per cent. In steam or hot water heated houses, some definite plan could be arranged for to evaporate water into the living rooms.

Humidity Saves Fuel.

I wish I might say that the raising of the humidity in living rooms is a saving of fuel. One naturally thinks that since one feels the warmth more in a moist atmosphere, it would not be necessary to keep the temperature so high and therefore less coal would be required. But it requires coal to evaporate water; to evaporate 20 quarts of water requires 43,000 thermal units, or approximately three and one-half pounds of anthracite coal. This number of heat units would be sufficient to raise the actual temperature in a dwelling house, containing 14,000 cubic feet, two degrees; thus it takes as much fuel to keep a house at 68 degrees temperature and 40 per cent. humidity as at 70 degrees temperature and 30 per cent. humidity. However, the lower temperature as well as the higher humidity increase our comfort and health, because the change to outside conditions is not quite so great.

We find the results well worth all the trouble and effort they cost. Our furniture does not become cracked, split or checked; the boards in the floors do not shrink and leave unsightly cracks; the woodwork keeps its form and position; our piano remains in tune very much longer; our ferns and palms grow luxuriantly (we do not have flowering plants, because we use gas for lighting, but "that's another story"); our skin feels moist and comfortable, though sometimes if my husband forgets to fill the pans and they get nearly empty, I am in great distress with a feeling of dryness in the palms of my hands, lips and nostrils, and I hasten to apply glycerin, cold cream or something of the sort till the pans are in working order again. I think we all have better complexions. (Everyone knows how the moist air of Ireland and England tends to make their women have lovely complexions); I know the condition of our hair is better than it has ever been; we have fewer colds, almost none in fact; "nerves" are practically unknown with us, and we are all remarkably good sleepers.

Our friends notice the difference in our house when they come to visit us, and speak of "the mildness of our climate," the "soft, gentle heat," the "restful and soothing atmosphere," the "pleasant feel to the air," the "sense of comfort and well-being," etc. Many of them have been inspired to make their own homes less like deserts because of our example.

The Guelph Stove Company will erect a new plant on the outskirts of the city, if the civic authorities will buy their present site.

WHY THE BOILER WOULDN'T WORK.

A Toronto man recently had an experience with his hot water plant which may prove of interest to the readers of the Journal. He had built, in the suburbs, a fine residence and the heating plant which had been put in was deemed to be quite adequate, but when the cool fall weather came around and heat was wanted it was found impossible to get satisfactory results.

Nothing daunted, a larger boiler was secured and still the radiators refused to give out enough heat to warm the house.

One morning a few days ago an expert was called in and up to the time the owner left for his office the former seemed unable to discover the cause beyond the fact that the combustion was at fault.

So discouraged was the owner that when he arrived in town he made arrangements for his family to live for the winter at one of the leading hotels. When he telephoned his wife in the evening informing her what he had done, he met with the response that there was no necessity for him doing so as everything was now all right with the heating plant. He then learned that the expert had discovered that the fault was not with the boiler or radiation, but with the chimney, a quantity of rubbish having been left in it by careless workmen.

STOVE AND RANGE DISPLAY CARDS.

In displaying kitchen ranges and cook stoves the Praeger Hardware Co., San Antonio, Texas, has adopted a plan of placing on each stove a display card which sets forth the advantages of the various lines of stoves handled. A few of these cards read as follows:

Our line of cook stoves have the largest oven for size of stove ever made.

Firebacks in our wood-burning stoves guaranteed for fifteen years.

Our patented covers and centres will not warp.

Our line of cook stoves and ranges represents the most experienced stove manufacturers in the United States insuring you every modern convenience the market affords.

Over fifty styles and sizes of heaters to select from —the kinds that please.

WHEN TO HOLD SPECIAL SALES OF STOVES.

When the stove season is drawing to a close, you can afford to hold a special sale and sell the few you have left at cost. If you can get cost price, it is much better to do this and have the room for new goods.

STOVES AND HEATERS AS PRESENTS.

Probably some of your customers can be persuaded to buy a stove or heater as a Christmas present. Try what a little featuring will do.

Let your window and interior displays, advertisements and price tickets all suggest the idea.

Concentrated suggestion is a potent force in business getting.

A. F. Passmore, Toronto, has invented a regulator which, he claims, will automatically remove the checks on a hot air furnace or boiler at any hour of the morning, and thus heat up the house before the occupants arise. It will be possible by the use of this new contrivance to set it at the desired hour and depend on the regulator to do the rest.

New Goods on the Market

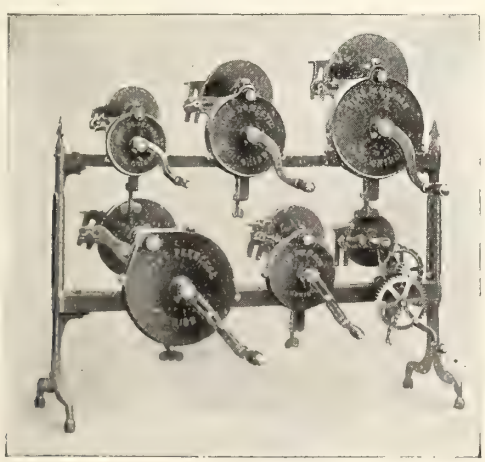
When writiug to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Burrowes Manufacturing Company, Toronto, Ont., have brought out a new ash sifter, known as their Rocker Ash Sifter. This is the only rocker sifter on the market and works easier when full than empty as the weight is always on the ground. The makers claim it is the only sifter with both rim and flange and is absolutely dust proof. It has double screens



and the cinders can be dumped from screens to scuttle without dust escaping. By the use of one of these it is claimed that 20 per cent. fuel can be saved.

The Pike Manufacturing Company's new grinder display stand is meeting with the hearty approval of



the hardware trade throughout the United States and Canada.

This display stand was designed for actual use, with the idea in mind of offering a practical way of displaying Pike grinders. Genuine utility has been aimed at rather than artistic merit, though when all is said and done, the stand with a number of Pike grinders upon it is certainly an attention compelling proposition.

It is substantially built, stands solidly on its base without danger of toppling over, and is finished in green to match the Pike line. It has rubber feet and will not scratch or mar the most highly finished surface.

This stand is supplied free to all dealers who will place a small order for Pike grinders. Full particulars will be supplied by the Pike Mfg. Co., Pike, N. H.

A HARDWAREMAN'S SHOOTING ACCIDENT.

While duck shooting near Port Bolster, about two and one-half miles north of Pefferlaw, on the Canadian Northern Railway, Theodore Prince, a member of the firm of Prince & Co., hardware merchants, 550 Bloor St. West, Toronto, was shot in the leg by the accidental discharge of his own gun.

Mr. Prince and his father were tramping through a marsh near the edge of the lake when the young man, who was carrying his gun, muzzle downward, tripped over a snag. He was thrown forward, the hammer of the gun struck a log and discharged the contents into his leg. The camp was eight miles from the scene and an impromptu stretcher was hurriedly constructed and Prince rushed into camp, where first aid was administered.

The railway gave orders to stop the train and the injured man was rushed to Toronto and conveyed to the Western Hospital. Fortunately amputation was not necessary. He is doing nicely, but it is not expected that he will be able to leave the hospital before Christmas.

DESERVED WHAT HE GOT.

One day I called on Mr. Ayers, to sell some axle grease. He kicked me down three flights of stairs and sent for the police. And as I sat there, in sad plight, with broken legs and spine, "He served you just exactly right," remarked a friend of mine. "The man who tries to peddle junk that no one ever needs, should always come down stairs kerplunk, until his bosom bleeds. Few, few indeed want axle grease on life's sad, gloomy shore, and when they do they'll go in peace to buy it at the store. It maddens men to have some freak come, on some busy day, and stand around and talk a week, and fail to go away. I'm glad, so glad that Mr. Ayers has balked at this abuse, and pushed you down three flights of stairs, and kicked your backbone loose. He well deserves a laurel wreath! I'm glad he broke your neck! I'm glad you've swallowed all your teeth! I'm glad you've bled a peck!" His words seemed bitter at the time, but they with sense were filled; the punishment should fit the crime, and peddlers should be killed.—Walt Mason.

DEMAND FOR CUTLERY AND PLATE.

The demand for cutlery and plate in Sheffield continues to increase, more particularly for articles suitable for Christmas presents. There have been some heavy shipments of plate to Canada and Australia. Sheffield makers are now obtaining a good foothold in the Dominion, and have met with considerable success in promoting a taste amongst the people for English patterns. Until a few years ago Americans supplied most of the plate to this market in the elaborate and florid patterns of their own country, and English makers, on seeking a share of the trade, found it necessary in the first instance to follow suit.—Ironmonger.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware and Stove Journal

The Canadian Fairbanks-Morse Company, Limited, are now selling the "Eclipse" pumper. This machine will fit any pump and will pump from 200 to 2,000 gallons of water per hour, depending on the depth of well and style of pump. Not only can this be used for pumping water but also for running the cream separator, the butter churn, the grind stone and the orchard spraying machine. Literature describing this new pumper will be sent on request.

The Boeckh Bros. Company, Limited, Toronto, Ont., are sending out a booklet describing "Bakelite," the preparation they are now using in the manufacture of their brushes. This is a compound that can resist temperatures up to 572 degrees F., is insoluble in all solvents, and can withstand strong chemicals, oil, hot water, steam, etc., thus making it impossible for the bristles to come out. The firm has secured the exclusive Canadian right to this improvement in brush making.

The International Distributing Company, Montreal, Que., are sending to dealers, on request, a nicely gotten-up catalogue, illustrating and describing their complete line of "Yankee" and "Ever-Ready" safety razors and "Rubberset" brushes. They are also furnishing a desk advertisement, showing the $1.00, 12-bladed "Ever-Ready" safety razor outfit.

"Saw Points" is the title of a little booklet sent out by Chas. Morrill, 277 Broadway, New York. A knowledge of the principles upon which tools are constructed and operated and a further knowledge of how to keep them in the best working condition is desirable by every workman. "Saw Points" gives all this information, together with illustrations, and is a handy book for any user of saws to have. All kinds of saws and saw sets are dealt with.

The D. Van Nostrand Company, 23 Murray St. and 27 Warren St., New York City, are publishers of a book of interest to hardwaremen who handle paints. It is entitled "The Chemistry of Paints and Paint Vehicles," by Clare H. Hall, B.S., chemist for the Chas. Moser Co. Circulars describing the book may be had by writing the publishers.

The Nicholson File Co., Providence, R. I., are sending out their annual catalogue. The book throws great credit on the firm. In make-up and design it is excellent. Every file that is called for in different lines of manufacturing is shown, also tools and specialties manufactured by the company. A short account of the work of Mr. William T. Nicholson, the founder of the firm, is given. All the illustrations are by photographic half-tones taken direct from the files, insuring true reproduction of the article illustrated. A feature that helps the dealer in making up specifications for the product is a part showing the sections of fine steel. The catalogue will be sent on request.

A serious accident was narrowly averted in Mount Forest, Ont., recently. While demonstrating a shot-gun in Noonan's hardware store a cartridge in the magazine discharged.

A HARDWAREMAN'S METAL WEATHER STRIP.

On the first of August, this year, T. W. Brown, who formerly represented the Kemp Mfg. Co. for a number of years, but who now conducts a hardware store at 242 Carlton Street, Toronto, went into the manufacture of metal weather strip in partnership with G. F. Trout. Mr. Trout is the patentee of the strip, while Mr. Brown holds a half interest in the company, which is known as the Crown Metal Weatherstrip Company. So far this fall they have done an excellent business and next season it is their intention to go into the business more heavily and appoint carpenters and contractors in various towns as agents.

The plan of campaign at first was a house to house canvass, but now that they have got lots of orders they secure a recommendation from some man who is using their goods, find out who his friends are, and get after them. This method has been productive of excellent results. Two canvassers are employed all the time.

A model window frame, standing about five feet high and showing the weatherstrip applied, is displayed in the window. Mr. Brown states that this has been an excellent business getter. People passing the store see it, wonder what it is and come in and inquire, thus affording the salesman a good chance to close a deal.

"It seems strange," said Mr. Brown to a representative of the Journal, "that although I am in business in the east end of the city, all my trade in this strip comes from the western section.

CHANGE IN ROGERS HARDWARE COMPANY.

The management of the Rogers Hardware Company, Charlottetown, P. E. I., has recently undergone a change. On the death of Mr. Benjamin Rogers, the business was taken over by his two sons, George J. and Benjamin, jr. Recently Mr. George J. purchased his brother's interests in the firm and will now control the business. Mr. Rogers has been in the hardware business for the past 25 years and his experience should guarantee his success.

PREPARE FOR CONVENTION.

Time is approaching for the annual convention of the Retail Hardware and Stove Dealers' Association. The value of such conventions to retailers depends largely upon the retailers themselves. A great many go to the convention, expecting to be instructed and entertained, but do not lend a helping hand in the arrangements that must be made in order that the greatest possible good may be derived by all.

Every hardware merchant who belongs to the association should begin planning right now to attend the next convention. Not only should he plan to attend, but he should prepare to participate in the argument and lend the wisdom of his experience to the instruction and education of others.

Those who have suggestions of value that they think would make the conventions more interesting and of greater service to the retailers should help to make the convention programme bright, interesting and different from others that have preceded.

If you know of questions—problems, perhaps, of your own business—that you would like to have discussed at such a gathering, write to the secretary. Very likely he may know of a man who has successfully combatted the evil which now confronts you. This man may be persuaded to give the association the benefit of his experiences and great good will result.

Paint and Varnish Trades

Trade Getting vs. Trade Keeping

By Frank H. Brown
Sales Manager of Lowe Bros., Limited

The difference between the power to get trade and the power to hold trade is like the difference between price and value, or the difference between "pure paint" and "efficient paint." It depends almost entirely on the efficiency of service rendered. The keynote to permanency of patronage on the part of the buying public is service.

The service idea—the new gospel of efficiency—is the doing of the right thing at the right time in the right place in the right manner. Sheldon's aphorism, "He profits most who serves best," applies with full force to the paint dealer. If the service is great, the reward must be great. It is not a mere matter of getting profitable patrons, but of making profitable patrons permanent. Satisfied customers widen the way for repeat orders and more profit. A house is known not necessarily by the customers it gets, but by the customers it keeps.

Continuous business building demands first of all good goods. In paint that means the most efficient—the paint which beautifies and preserves for the longest time at the least cost per year, the surface it covers, regardless of its "purity." Efficiency of service is the only measure of paint value. Is not that "purity" in paint?

Next in importance to good goods comes service rendered. To-day more than ever before comes the call for efficiency. The wide-awake and progressive manufacturers are answering the call through a policy of co-operation with the dealer in educational publicity.

The best results are obtained only through the closest co-operation between the manufacturer and the dealer —they being each dependent. And in just the degree in which the dealer accepts the selling helps of the manufacturer will he be benefited. It should be obvious to the dealer that it is to his advantage to work hand-in-hand with the manufacturer.

This principle of efficiency is applicable to the small dealer as well as to the big store, and includes in addition to courteous treatment, prompt deliveries, assistance to the consumer in the selection of the right product for the purpose desired, choosing the best shades in colors to obtain the most harmonious effects, and then directing in their uses to insure best results. Naturally a better knowledge of paint is a necessary adjunct to the dealer's equipment for service.

The educational advertising matter gotten out by progressive paint manufacturers gives ample scope to the attainment of such knowledge. Color cards, pamphlets and folders are replete with suggestions for the wide-awake. The successful paint dealer recognizes the importance of this fact. He not only posts himself in the uses and abuses of paint and varnish materials, but so posts his clerks as to make them competent to advise customers regarding the various lines. It is, however, too often the case that dealers depend entirely on the manufacturer's advertising matter to inform the customer as to the quality and use of various paints. They do not utilize their own personality in salesmanship to persuade the buyer not only in the purchase but also in the best use of each product. Examples are not lacking of dealers who, after having bought a fine stock of good paint, thought they had been "loaded up," when if they had only used their knowledge of paint and displayed half the energy and enthusiasm in selling that the representative displayed in having them buy, the goods would have sold quickly.

This fact is demonstrated every fall by a dealer here and there who has not yet come to realize that he can sell as much paint in the fall as he can in the spring. It's a matter of effort—that's all. The same dealer never fails to make the most of his opportunities during the spring months; he sees that his establishment takes on the appearance of a paint store, gives his paint advertising prominence, talks paint. But when it comes to "gingering up" after fall trade, he says, "No use—spring's the time." So of course it always will be—with him.

Lack of knowledge in the use or application of a particular paint has been the cause of many a poor painting job and dissatisfied customer, which could have been prevented by a little practical advice by the salesman who sold the paint. This is just why a better knowledge of paint is necessary. This is just why success in the paint business is not alone dependent on good goods. This is just why paint literature, which is being handed over the counter every day, should be read and studied by the dealer and his clerks.

Few branches of the business lend themselves to as great a degree of interest and pleasure as the paint department. Nowhere is there such an opportunity for aesthetic culture of the mental faculties. The study of color harmony, the adaptation of different shades to various designs of architecture, the relation of color shades to landscapes and surroundings, have educational and artistic values afforded by but few lines of trade.

The gap between getting trade and holding trade is small. A little seven-letter word will bridge it over. It is the word "S-E-R-V-I-C-E." Paint knowledge and effort are the necessary equipment. Get enthusiastic about this service idea. It is contagious. Your clerks will feel it in proportion as you display it. Moreover, it pays. "He profits most who deserves best."

PUSH READY MIXED PAINT.

The true value of paint lies in its physical, mechanical and protective properties and its method of manufacture, says a writer in an exchange.

The physical value of a paint means its durability and lasting qualities.

The mechanical value means its working, its hiding, covering and spreading powers.

The protective value means the ability of a coat of paint properly applied to cover and thoroughly protect the surface on which it is applied.

The only and true test of a paint is its performance

to show what it will do, how it will do it and how long it will stand.

To obtain this showing of durability our experience has taught and proven that by grinding both color and paint together by powerful machinery we get the results wanted. The oil and colors are incorporated thoroughly with the pigments and for this reason of mechanical mixing the pigments are more finely divided, cover a greater surface and produce an absolutely uniform coating with greater protection than paint made by hand.

The thickness of a coat of paint is, generally speaking, 1-200 of an inch and the strain and abuse of a coat of paint to-day is very severe, so that it requires not only the best of materials but the most perfect methods and treatment in its preparation.

High grade ready mixed paints made by reputable manufacturers with their reputation at stake and the formula on each package now on the market represents the highest art in paint making with a view to accomplishing more and better results at a less cost than any paint made by hand power; giving better value to the consumer for his investment and the protection of his property.

These are reasons why the paint industry has grown to such enormous proportions and more ready mixed paint is used to-day than the hand made paint.

Dealers, push ready mixed paint.

DEVELOP THE BRUSH TRADE.

If you sold $2 worth of brushes every working day for six months the total would be about $300, says a writer in Iron-Age Hardware. That's more brushes than many of you are selling in two or three years, yet the possibilities are before you and the creative power is in you, if you will just start milling.

For the last half-century people have been telling you about the difference between order-takers and business-creators. To me there has always been something fascinating about the fellow with the ability to go out on the sidewalk and tow a customer into the store, but I am not going to advocate that you start this system of button-holing passersby. There are enough people coming right into the place of business where you are working to fill the bill.

"Hello, Bill! I haven't seen you for a week, and you haven't been in the store for twice that long. Come back here to the other end of the store and see what we've been doing." Lead the way back to your new brush fixture and show it off the way this farmer friend might show you a colt if you visited his farm, and you can drown me for a sucker if you don't create a sale before you have shown your new display rack to six men.

Paint brushes aren't the only bits of bristle around the place. Floor brushes, scrub brushes, horse brushes, shaving brushes, hair brushes, window brushes, shoe brushes and stove brushes are just about as common as bolts around a lot of hardware stores in this country, and the chances are ten to one that at least half of these brushes are scattered around in various places in your store right now. If you ever got them all together in one place in your store and boosted them in a good, live manner for a week or two you would create an impression that your competitor couldn't wipe out in a year.

Build up a window display of this kind of material and work one of these brushes on a few signs, and you have started the ball a-rolling. But signs, however good they may be, won't create the same number of sales as a man chuck full of enthusiasm and determined to add to his brush-selling record every day in the week.

To a clerk who really wants a raise in pay I offer this as an argument that will not be disputed when presented to any reasonable employer. Start this brush-selling campaign, follow it out in every day's work, try it on every customer with whom you come in contact. Keep track of your sales and six months from the time you read this article show them to the man who regulates your salary, and if I don't miss my guess you will get a stimulus that will encourage you to burn out more shoe leather in the same effort.

I am going to close with a question: Have you got a window brush and one of those handy little rubber driers about the store? Applied to a show case or to a window this kind of a brush can be turned into one of the best little sales creators on the map. Here's to the good luck of your brush campaign!

LOSS OF GLOSS IN COLORED ENAMELS.

Why, it is often asked, do colored enamels, particularly the darker colors, such as reds, browns and greens, lose that gloss more readily than do those enamels in which white pigment predominates? The answer, according to an exchange, is frequently to be found in a lack of appreciation by manufacturers and painters alike of the essential requirements of a true enamel. In the case of enamels containing oxide of iron pigment, want of sufficiently fine grinding is often at the bottom of the trouble. Such pigments require more grinding than oxide of zinc, and yet they often receive very much less, with the result that not only is there a gritty texture in the finished enamel, but there is not proper incorporation of the pigment with the vehicle. In the case of green enamels, chemical action between the pigment and the oil or varnish is not an infrequent cause of loss of gloss, and if this be the case it is the first stage of decay of the surface. It is for reasons such as these that certain firms have come to be regarded as enamel experts, while others who may be good varnish makers or paint grinders are less successful in their enamel products.

A PAINT STORY WITH A MORAL.

Back in 1899 a farmer bought twelve gallons of paint for $14.50. It was a good paint and had been properly and skillfully applied and had worn splendidly. The other day the farmer came back to the same dealer and said he wanted to buy some more paint just like he bought in 1899.

"It was good paint," he said, "that's the reason I want some more just like it. How much are you going to charge me?"

The dealer reflected a moment and then asked: "I think, if I remember correctly, that you paid $14.50 for that paint, didn't you?"

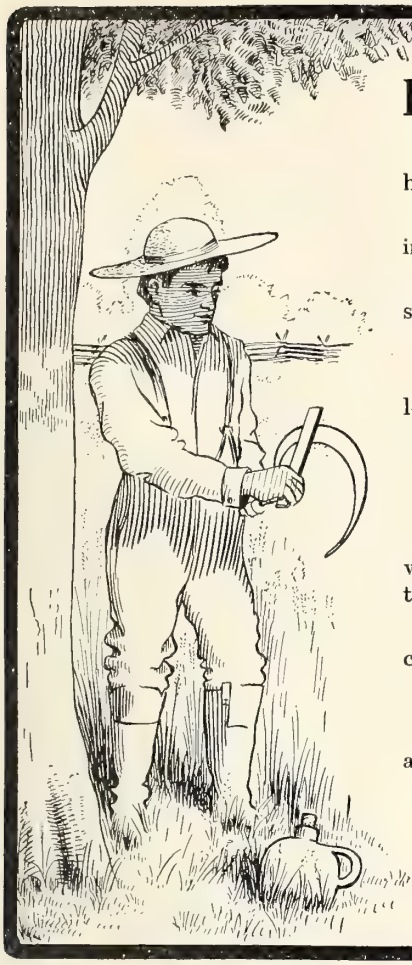
"That's right," said the farmer.

"It will cost you $24 now," said the dealer.

Distinctly surprised, the farmer began to object, and then demanded the reason.

"Well," said the dealer," the material like lead and zinc and linseed oil has advanced in price, and it costs me more now to buy them; the tariff, too, probably has something to do with it."

At the mention of the word tariff the farmer went straight up in the air. He began to expound against the theory of the whole thing.



It Gives a Keen Edge to Your Selling Talk

To know the goods you are pushing will give perfect satisfaction. That no matter how enthusiastic you may be to effect a sale the goods will be as good as you say.

Enthusiasm with the ring of truth is half the selling battle and it takes confidence in the quality to give enthusiasm.

You will notice if you watch a *good* workman how he tests out the quality of the steel and the cutting edge of a strange tool before throwing his full power into the work.

It is reflected to his credit that he will use none but the best tools.

Every salesman naturally uses the same precaution until he is satisfied that he can let out all of his selling power without misrepresenting the goods.

MARTIN-SENOUR PAINT
100% PURE

will supply the confidence that gives enthusiasm and the keen edge to your selling talk.

We don't say that Martin-Senour Paint is the best, but we do say it is as good as can be made; a 100% Pure Paint, that will give perfect satisfaction to your customers.

Martin-Senour Paint will help you put more ginger in your sales talk.

All good things come to those who help themselves and you Mr. Dealer can get a good thing by writing for our Martin-Senour Paint Proposition.

THE MARTIN-SENOUR CO., Limited

Pioneers Pure Paint

MONTREAL **CHICAGO** **WINNIPEG**

JAN

Ramsay's Paints

DEC

All the year, across from January to December paints are sold. Dealers recognize now that paints pay. Be assured, however, the line pays in only one way. It pays with a line of "confidence" paint. By confidence, we mean the right paint to paint right, bought right to sell at the right price. You can't gain confidence with a poor paint by any means, and you can't gain it with dear paints either.

The Ramsay Paint line throughout brings confidence. Dealers buy at the right price and sell at a profit that is satisfactory to them and to the user. Best of all it is the right paint to paint right. The line is the oldest in Canada, and is sold from sea to sea. Take a look at our advertisements and let us tell about the price and how we help you to sell.

A. Ramsay & Son Co. - Montreal

Paint Makers since 1842

Western Distributors

A. McBride & Co., Limited CALGARY — Revillon Bros., Limited EDMONTON — Bogardus, Wickens, Begg, Limited VANCOUVER

The dealer let him run along a while and then asked again, "Say, when you bought that paint from me in 1899, I think you paid for it in corn, if I remember rightly, didn't you?"

"I did," said the farmer, "but what has that to do with it?"

"You had to give me fifty bushels of corn for that paint, didn't you?" asked the dealer again.

"I did," said the farmer, after recalling in his own mind that corn was selling for 30 cents a bushel in those days.

"Tell you what you do," said the dealer, "you bring me in fifty bushels of corn to-morrow, and I will give you this paint."

"Well, say, hold on," began the farmer.

The dealer interrupted him in turn. "But that isn't all," he said; "in addition to that I'll let you and your wife go over into the warehouse and pick out a nice lamp. Then you can go over to the shop and pick out the best pair of shoes we have, and"——

"Here, wait a moment," said the farmer.

"I'm not through yet; when your wife comes in I'll let her go into the hardware department and put out enough kitchen utensils to furnish your kitchen. Now, I'll give you just that—all of that—for fifty bushels of corn. In 1899 the same amount just bought twelve gallons of paint. That's a fair proposition, isn't it?"

The farmer was stunned, but came across with his $24.

A CHI-NAMEL DEMONSTRATION.

The Peterborough Hardware Company, Peterborough, Ont., recently held a demonstration of Chi-namel, which lasted three days. The manufacturers sent a lady to demonstrate the product and Mr. Morgan, manager of the Peterborough Hardware Co., reports that sales have greatly increased. The lady in charge interested the women particularly.

GET THE FARMERS' TRADE.

Too much effort cannot be made by paint dealers to secure the farmers' trade, says Paint, Oil and Drug Review. Local dealers should plan good, strong advertising campaigns and ask the paint manufacturers to co-operate.

It is a well-known fact, substantiated by Government records, that the farmers hold by far the greatest amount of wealth in this country, therefore, they have the money to spend and it is simply a matter of education to train them in paint lore, then they will buy and use it.

The cry of the mail order houses getting the business of the farmer can easily be stopped by local dealers themselves.

Every farmer looks alike to the mail order house. "He has money to spend and we want it," is what the mail order house says, hence this class of trade is solicited by specially prepared methods and results are bound to follow. This is in violent contrast to the methods used by the dealer who for every other reason should sell him.

Local dealers play "favorites" and it is just this discrimination that helps to maintain the mail order houses, take money out of the county, and help foster outside competition.

"Dealer Paint" don't want to solicit an order for fifteen gallons of paint from "Farmer Straw," because of his being poor pay, or the limit of credit has already been stretched. Here enters the disinclination to sell —its effect never stops—because "Farmer Straw" ultimately finds out how "Dealer Paint" feels. While fifteen gallons of paint may have been the original amount and cause, it sets "Farmer Straw" thinking of some way "to beat the devil around the bush," and he will sit up nights thinking how he can do it, just to show the "old fool" that he can get the paint, and from this results orders for groceries, clothing, books and even automobiles, for the mail order house.

Every farmer is not like "Farmer Straw," because many of them have no mortgage on their farms and they have money in the bank. Probably this class is by far in the majority, but painting in a scientific manner has never been thought of, because all thought and energy is being directed in farming, marketing products, etc. Many times such a class buys dry Venetian red and mix it with the milk from a "fresh" cow and apply it to the buildings. It is both cheap and durable.

Here is the class of farmers that the paint dealers must go after. The trade is only waiting for the country dealers to wake up and come for the business. It will never come rolling into the store and beg to be sold. What is worth having is worth going after, so "Dealer Paint"—get busy.

A NEW NAIL FACTORY.

The Town Council of Cobourg, Ont., is considering the offer of a concern which manufactnres nails, tacks and rivets to establish a plant there. The firm asks that their bonds to the extent of $65,000 be guaranteed and they will erect a $120,000 plant to employ from 200 to 500 men. They will repay the bonds, with interest, inside 20 years.

ELECTRICAL WASHING MACHINES.

It was but a few years ago, comparatively speaking, that the washing machine was placed on the market. Improvements have been made from time to time, and the number of machines used has increased enormously. A recent development is the electrical washing machine. A small electric motor not only turns the washer mechanism, but also that of the clothes wringer. A cord and plug is all that is necessary to connect with the ordinary electric light socket. Owing to improved mechanism of power transmission the amount of electricity used is reduced to a minimum and amounts to only about one-half cent per tub of clothes, according to one authority. Ordinarily soiled clothes are cleansed in one of these machines in from 8 to 15 minutes without any other manual labor than that of putting in the clothes and water into the machine and feeding the clothes to the power wringer.

Hardware dealers can handle this class of washers to advantage. Connect one up in your store and put it into operation; it will interest your customers. A house that is known to have an electric washing and wringing outfit will find it easier to keep the servant, who, in the vast majority of instances, is a very uncertain quantity. If an electric washer will assist in keeping the servant you can rest assured that such a family will be on the lookout for an outfit for the laundry.

Mr. Thomas Speers, a clerk in the Best Stove Company, Peterborough, Ont., met with an accident last week, sustaining such a severe cut in his head, that three stitches were required to close the wound. In some manner, a portion of a pipe fell upon his head while he was engaged in handling it. He is able to be at his regular employment again.

STOCK LIGHTING FIXTURES
FOR THE HOLIDAY TRADE

What More Practical Present

can a woman give her husband than a handsome portable electric table lamp? Or a man give his wife than a beautiful shower electric ceiling fixture for her dining room?

What More Profitable Articles

can a hardware merchant push during the Christmas holidays than goods which help to decorate his store and windows as well as carry a good margin of profit?



No. 1478

Put half a dozen Portable Table Lamps in stock, display them in your window and light them at night and they will attract customers to your store



No. 1518

Two samples from our extensive line of portable table lamps

In thousands of new homes electricity is being used, and the market for electric lighting fixtures is unlimited. Styles are constantly improving and stock will soon turn over.

We not only make a full line of electric lighting goods, but we manufacture "J.M.T." valves, plumbers' and engineers' brass goods, plumbing supplies, etc.—the kind that are known in all parts of Canada as "the high grade goods."

The James Morrison Brass Mfg. Co., Limited

89 Adelaide Street West, TORONTO

Patterns for the Tinshop

Inquiries from subscribers will be answered by G. L. Gray, founder of Gray's School New York.

THE ENVELOPE OF A FRUSTUM OF A CONE CUT ON AN ANGLE.

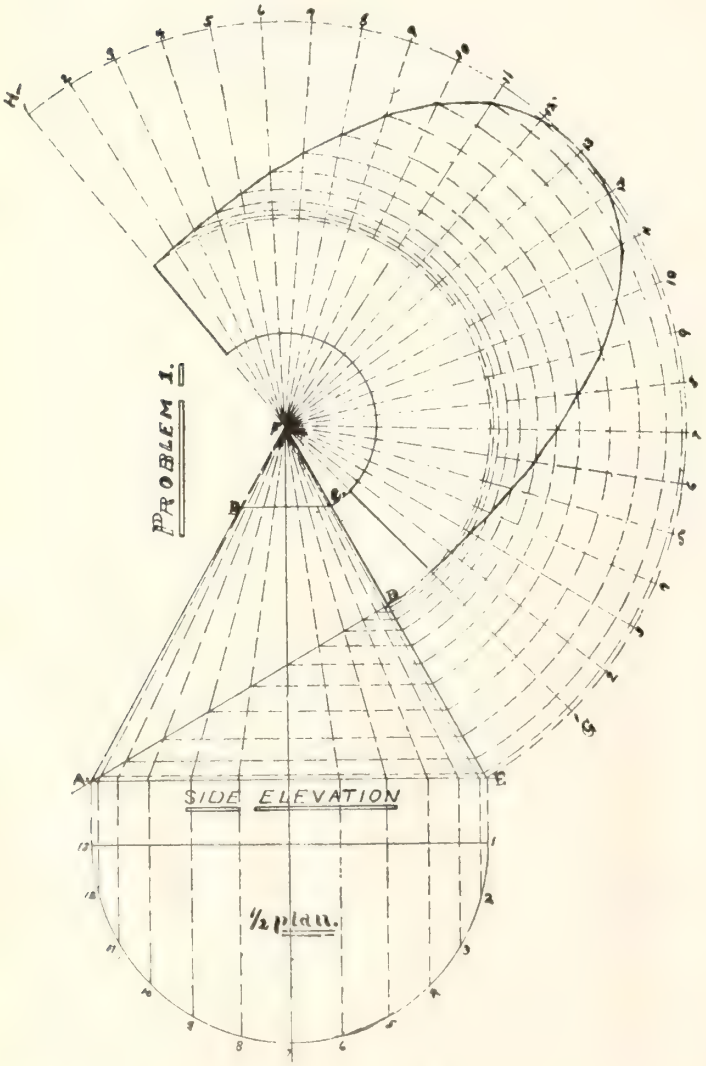
Problem No. 1: Let A B C D in Problem 1 represent the side elevation. Draw a line at the base at right angles to centre line as AE. Extend lines AB and CD until they intersect one another at F. Extend line CD until it intersects base line at E. At a convenient distance below base line AE draw ½ plan and space same into any convenient number of equal spaces. From these spacings erect lines intersecting base line AE. From these points on base line draw lines intersecting point F. From intersections on the miter line AD draw parallel lines with base line AE, intersecting line FE, with a radius equal to FE. Using F as centre, draw sweep GH. Starting at a convenient distance from E, place spacings 1-13-1 from ½ plan as shown. Draw lines from these points intersecting at point F. Using point F as centre take a radius equal to the different intersections on miter line FE, scribe arcs intersecting corresponding lines in stretchout. Tracing through these points will give the pattern required.

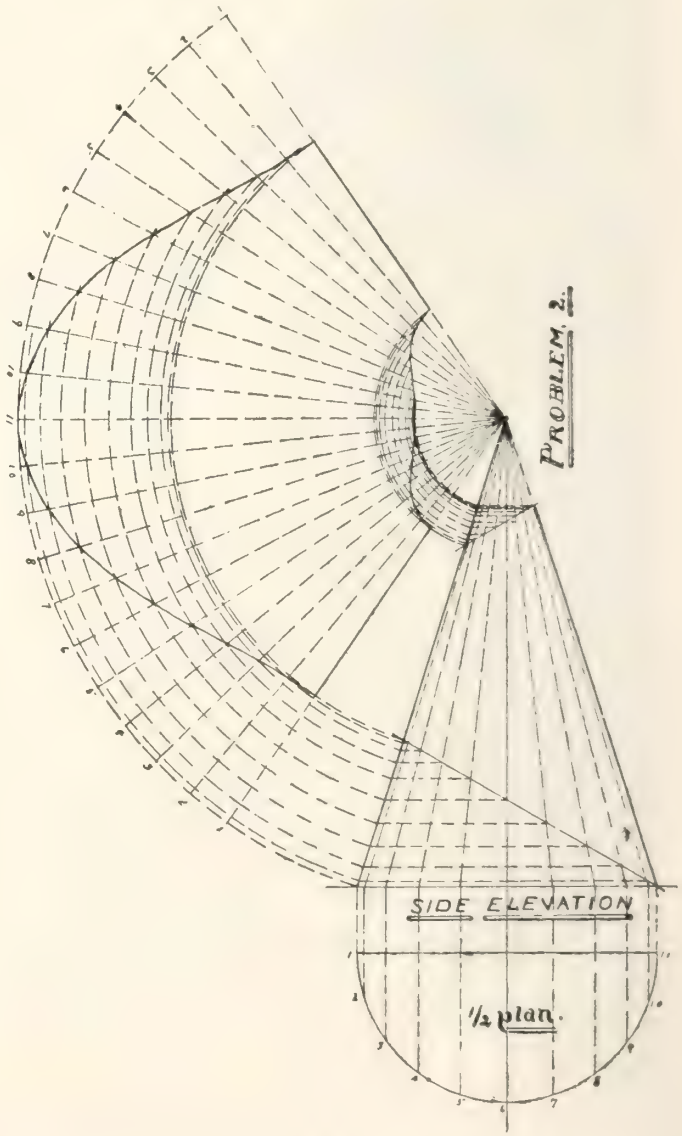
Use same method for Problem No. 2.

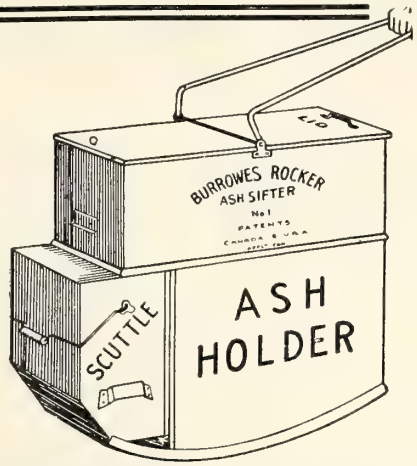
BE SURE INSTRUCTIONS ARE UNDERSTOOD.

When a complaint is received that a stove that has been recently sold is not working right, in nine cases out of ten it is because the purchaser does not properly understand the working of the range. This may be the fault of the housewife, who has been told but has forgotten. In many instances, however, the blame lies with the dealer, who has neglected to describe the working of a certain very often important part. A phone message or a personal call will inform him that the stove is not doing all that was claimed for it, and on investigating he will find that some damper is not being used properly. He may say that he explained this to the customer when the stove was put up and that she must have misunderstood him. Even if this is true, it is the dealer's fault, for he should make sure that the purchaser thoroughly understands every part of the stove before he leaves the house. It will save a lot of trouble to both parties.

Have something about your store sufficiently prominent so that it will attract attention of people coming from either direction.







Patents Applied for Canada and U.S.

THE BURROWES ROCKER ASH SIFTER

IS ABSOLUTELY DUST-PROOF—the only sifter with both RIM and FLANGE.

The only Sifter with a DETACHABLE SCUTTLE WHICH FITS DUST TIGHT.

THE ONLY ROCKER ASH SIFTER MADE.

Rocks as easy as a cradle and works better when full than empty.

DOUBLE SCREENS DO DOUBLE WORK. Sift Cleaner saves fuel, time and labor.

The only Sifter that cinders can be DUMPED FROM SCREENS TO SCUTTLE WITHOUT DUST ESCAPING and is without doubt and by all means the best, most simple and easiest working Ash Sifter ever invented.

The day's ashes can be sifted in a few seconds by simply giving Sifter a few rocks, pulling up slide and tilting Sifter slightly, thus allowing cinders to roll from screens to scuttle without dust escaping.

Plenty of room for ashes and not too high from ground.

Manufactured by

The Burrowes Mf'g Co.

TORONTO 209 ADELAIDE ST. WEST ONTARIO

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

Get the good of our - - - - - - - advertising

Our big advertising campaign is bringing us many enquiries from your locality that we would like to refer to you. You should connect with us on these quick-selling, high quality, up-to-date goods. There is a most satisfying profit-margin for you on

PRESTON Steel Ceilings

This is a line EVERY hardwareman ought to handle—ought to push—ought to know all about. Request our big FREE book showing some of our new designs for 1911 Spring building and repair jobs. It will pay you. Get the details. Write to

Send For The Book To-day

METAL SHINGLE & SIDING CO. LTD.

PRESTON, ONTARIO

Branch Office and Factory, Montreal, Que.

A SCHOLARSHIP IN THIS SCHOOL

Will enable you to detail and develop anything in the sheet metal line.

This is the best time of year to enroll.

Write for our new circular giving full information concerning this school and five large drawings, 15½ x 18½, also a full list of the 125 school plates.

Enclose 4c. in stamps to cover postage.

GRAY'S SCHOOL

3537 Third Avenue - - NEW YORK CITY

When writing please mention this journal.



ORNAMENTAL IRON WORK

WIRE CLOTH AND WIRE GOODS

Perforated Metals
Genuine Antique
Bronze Fly Screen Cloth

Canada Wire & Iron Goods Co.

HAMILTON, ONT.

Canadian Trade News

The ratepayers of Oakville, Ont., will decide whether or not the town will purchase $15,000 of the bonds of the Ware Manufacturing Co., who, in turn, will establish a $45,000 industry in the town.

Wallaceburg, Ont., is to have the first glass manufacturing plant in Canada. The company will be a branch of an American firm, although considerable Wallaceburg capital will be invested in the project, which will be known as the Wallaceburg Glass Co. The plant, it is estimated, will cost $125,000 and will employ 200 men or more. The town people will vote on concessions to the firm.

A drawn wire manufacturing plant is to be added to the large nut, bolt and chilled steel plant that will be erected at Owen Sound.

The Hamilton Gas Mantle Co., Limited, has been incorporated. Capital stock, $40,000. Head office, Hamilton, Ont.

Chas. C. Lee, Goderich, Ont., is putting up an immense arc light outside between his two stores, which will amply light both windows.

A hardware store is wanted in Forward, Sask. Forward is one of the most flourishing towns on the Weyburn-Lethbridge branch and is 26 miles from Weyburn. It has a population of 200. Write to the Secretary, Board of Trade, Forward, Sask.

The capital stock of the Diamond Flint Glass Co., Limited, has been increased from $1,600,000 to $3,500,000.

Montreal Sporting Goods Mfg. Co., Limited, have been incorporated, with a capital stock of $50,000. Head office, Montreal.

Empire Lightning Rod Co., Limited, Winnipeg, have received provincial charter. Capital stock, $40,000.

Mills Hardware Co., Limited, have been incorporated under provincial charter. Capital stock, $100,000. Head office will be in Hamilton, Ont., and both retail and wholesale business will be done.

Geo. H. Hockey, formerly with W. J. Heaman, Exeter, is back with Mr. Heaman again.

G. Mann has left the employ of Hawkins & Son, Exeter, to take a position with W. H. Turnbull & Son, Brantford.

Eccleston & Bates, Limited, Bracebridge, have received provincial charter as hardware merchants and plumbers.

Mr. E. L. Garge, who was with the Brandon Hardware Co. for nine years, and of late manager of the same firm, has bought out and taken over the business known as the Kelly Hardware Co., on Rosser Ave., Brandon.

The Saskatoon Hardware Co., Saskatoon, Sask., have moved into new quarters in the Helgerson block, and to celebrate the event the officers and employes of the firm gave a dance to about fifty of their customers. The interior of the store was profusely decorated with flags and bunting. The programme was very novel, taking the form of a range and the music announced in terms very familiar to the trade. During the course of the evening, the employes presented the manager, Mr. J. L. S. Hutchison, with a handsome reading lamp.

Geo. Willard, of the Willard Hardware Co., Chatham, Ont., was married on November 11 to Miss Mayme Patterson of the same town. They left for a honeymoon trip to the West.

Archie Ferguson has resigned his position with the Miller, Morse Hardware Co., Winnipeg, to take a position on the sales staff of Lewis Bros., Montreal. He will take the territory recently covered by W. J. Keyes.

HARDWARE CANDIDATES FOR LEGISLATURE

At least three members of the Ontario Retail Hardware and Stove Dealers' Association are candidates in the Ontario elections: Robert Smith, of Smith & Shafer, Bolton; M. S. Madole, Napanee; and Joseph Akitt, Creemore.

BUSINESS CHANGES.

Ontario.

Courtright.—J. T. Locke sold to R. A. Cowan.

Toronto.—F. W. Dawse succeeded by Cawker Bros.

Stratton.—John McTague selling to Lorne Langstaff.

Leamington.—Greenhill & Moffatt dissolving, Greenhill continuing.

Port Arthur.—Barnes Hardware Co. changed to Barnes & Co.

Niagara-on-the-Lake.—McKenzie & Nolan dissolved partnership.

Toronto.—Humphrey Bicycle & Hardware Co. have sold their hardware stock and will continue in bicycles and motorcycles.

New Liskeard.—Mr. Cameron, bookkeeper at Geo. Taylor Hardware Co., has resigned.

Bethany.—Chas. Reynolds' store burned out.

Alexandra.—D. Courville opened new store.

Manitoba.

McCreary.—McPherson & Co. sold hardware line to B. F. Sparks.

Semans.—Froelick & McNutt succeeded by C. G. Froelick.

Carroll.—McInnis & Abell succeed J. W. Graham.

Dauphin.—Thos. Pollon succeeded by Dauphin Hardware Co.

Clearwater.—W. E. Quick succeeded by James Morrison.

Bradwardine.—A. E. Martin succeeds H. F. Chappell.

Brandon.—H. B. Carbury has left the Miller, Morse Hardware Co. to become manager of the Brandon Hardware Co., succeeding E. L. Garge.

Brandon.—The Kelly Hardware Co. bought by E. L. Garge.

Satskatchewan.

Tessier.—Geo. Langtry succeeds Wm. Hopkins.

Dubuc.—W. J. Calver succeeded by Calver Bros.

Unity.—T. S. Gray deceased.

Waldrow.—J. H Hilton succeeded by Markman Bros.

Fillmore.—C. J. McLaughlin succeeds D. D. Campbell.

Ardath.—Albert Akitt opened store.

Alberta.

Calgary.—J. T. McDonald giving up grocery end of business.

Didsbury.—D. S. Shantz succeeds C. Hiebert & Co.

Calgary.—Maguire & Dixon opened store.

British Columbia.

Fort George.—E. Wright moved into new store.

Vancouver.—E. E. Atkins & Co. well established branch here.

BUSINESS FOR SALE

GOOD tin-smithing and plumbing business in a thriving Western town; snap; good reasons for selling. G. E. A. ROBINSON, Elora, Ont.



THE LAST FORTRESS

¶ The last fortress we conquered in the United States was the "Painter." Hitherto his position was considered impregnable. He mixed his own paint believing it to be best.

¶ Lowe Brothers' "High Standard" paint showed the painter for the first time that better results could be obtained by the use of scientific machine-made paint.

¶ David Harum said, "There is as much human nature in some folks as in others, if not more." So the merits of "High Standard" paint that won U.S. painters will surely win the painters of this Northern Zone.

¶ Do you realize that you can share in the fruits of our conquest Mr. Dealer—Do you realize the possibilities that await you in the "High Standard" line? To *fully* realize this—you must investigate.

¶ The many exclusive agencies being placed indicate a unanimous approval of our Paint, our Promotion, and our Price. Our travelers can demonstrate to you that "The Little Blue Flag" line will lift your paint department above the competition of the ordinary sort of paint.

Let this "Ad" worry you

Lowe Brothers LIMITED

Paintmakers, Varnishmakers, Colormakers

TORONTO

Dayton, New York, Boston, Chicago, Kansas City

Here is a Way to Make More Profit on Paint Oils, Varnishes, Etc.

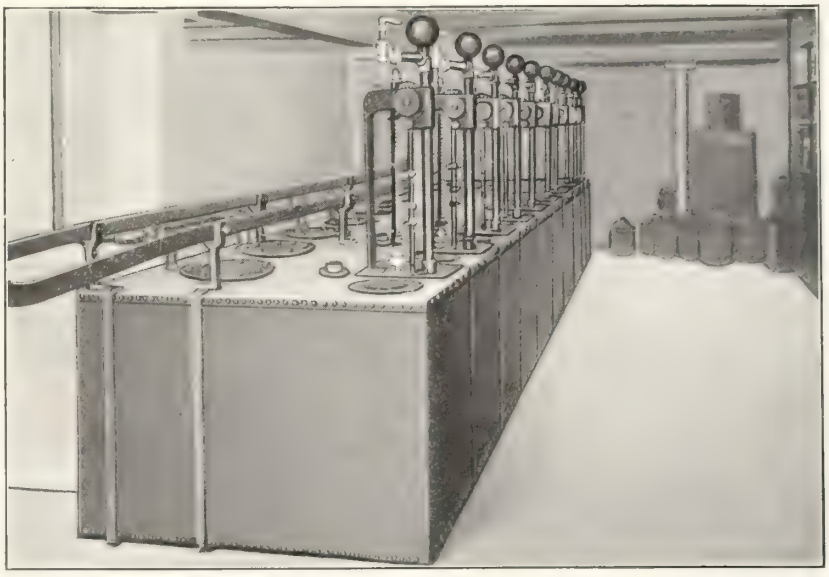
You realize that a certain amount of profit is lost when you sell oils and varnishes the old way; i.e., with ten measures and funnels from barrels or cans. You can't help it. Just look at the measures, funnels, faucets and floor, that will convince you that much is wasted.

If you will eliminate all the waste ordinarily sustained under the old method you can increase your profits from 10% to 20%, and in addition can add much to the attractiveness of your store.

This cut was made from a photograph of a Bowser System installed for

The Cochrane Hardware Co.
SUDBURY, ONTARIO

It consists of ten first floor outfits and three long distance outfits for volatiles.



Cylinder Oil
Machine Oil
Engine Oil
Coal Oil
Gasoline
Boiled Oil
Raw Oil
Turpentine
Black Oil
Harness Oil
Cod Oil

This Bowser Paint Oil System

prevents all loss. You can empty the barrels as soon as received, into the evaporation-proof, steel tanks thus avoiding any loss from absorption and leakage. It can't gum either.

The self-measuring pumps discharge the desired amount directly into the customer's can, count the gallons and show the amount to charge for fractional parts of gallons—so there is no chance for waste or loss.

The increased profits secured with the Bowser will pay its own cost. It will cost you nothing to investigate this money making equipment. You have everything to gain and nothing to lose. If we can't show you how it will improve your business and your profits we don't want to sell you.

Just detach the coupon and return it for our latest catalogue

S. F. Bowser & Co., Inc.

66-68 Fraser Avenue
TORONTO ONTARIO

S. F. Bowser & Co., Inc.
Toronto, Ont.

Gentlemen:
Please send me your catalogue No. 5N.
It is understoood this places me under no obligation whatever.

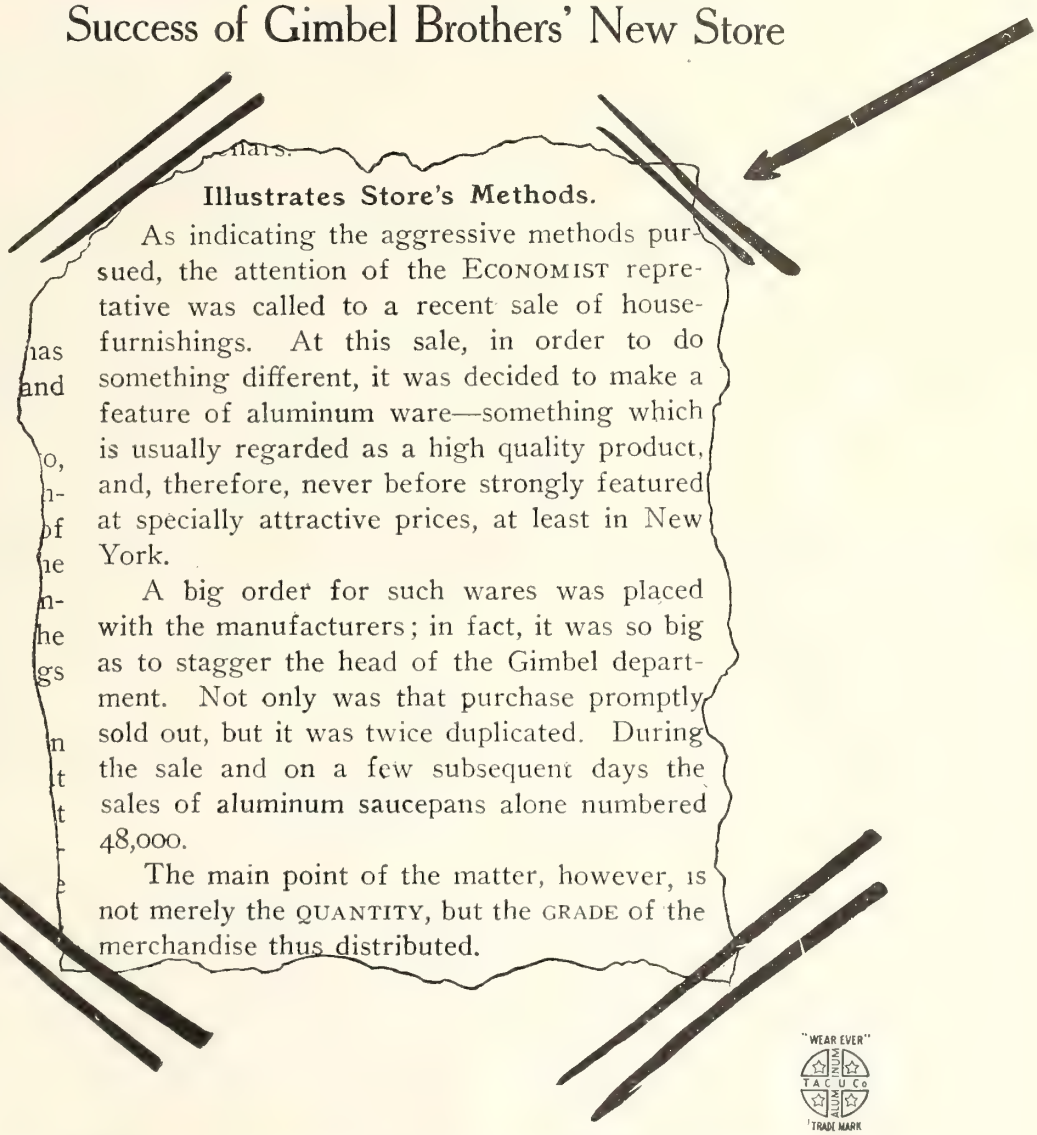
Name

Address

"Wear-Ever"

is the brand of Aluminum Ware referred to in the clipping reproduced from a three-column article in which the "Dry Goods Economist" comments upon the

Success of Gimbel Brothers' New Store



Illustrates Store's Methods.

As indicating the aggressive methods pursued, the attention of the ECONOMIST repretative was called to a recent sale of housefurnishings. At this sale, in order to do something different, it was decided to make a feature of aluminum ware—something which is usually regarded as a high quality product, and, therefore, never before strongly featured at specially attractive prices, at least in New York.

A big order for such wares was placed with the manufacturers; in fact, it was so big as to stagger the head of the Gimbel department. Not only was that purchase promptly sold out, but it was twice duplicated. During the sale and on a few subsequent days the sales of aluminum saucepans alone numbered 48,000.

The main point of the matter, however, is not merely the QUANTITY, but the GRADE of the merchandise thus distributed.

"WEAR EVER" ALUMINUM TACUCo TRADE MARK

The Aluminum Cooking Utensil Co.

Dept. 27 NEW KENSINGTON, PA.

Distributing Agents For Canada :

NORTHERN ALUMINUM CO., Ltd., Toronto, Ont.

WAREHOUSES :

New Kensington, Pa. Porland, Ore. E. St. Louis, Mo. Toronto, Ont.

Sales Offices in Principal Cities

Market Situation

THE HARDWARE MARKETS.

Business still continues excellent and dealers are receiving just as many orders as they can comfortably fill. The demand for Christmas goods has been very large this season. Hardware dealers are realizing more and more each year that their customers are out for such articles as will be useful as well as suitable Christmas gifts. There is no branch of business able to supply more useful and acceptable gifts than the hardware store.

Some little trouble is being felt owing to the congestion of freight in the local sheds, but railway men are doing their best and the situation is not at all critical.

Builders' hardware and all kinds of heavy hardware are still in active demand. The mild weather has helped things a whole lot. This cannot continue long, however, and the class of orders now coming in is an indication that the close is not far off.

Dealers are ordering household goods quite freely. This season has been an excellent one in all lines.

Sporting goods are in good demand but would be more so were the weather to turn colder. Skates, hockey sticks, etc., are being called for largely.

THE METAL MARKETS.

The whole situation has greatly improved and all markets are in a flourishing condition. From present indications it looks as if there is going to be a series of higher prices on all ingot metals. The demand is greater than it has been for some time; in fact some jobbers state it is fast overtaking the supply.

There is a great shortage in spelter which almost approaches a famine. From now on manufacturers will be kept hustling to keep up the supply. Even now some orders have to be rejected. The price is up to $7.25 per 100 lbs. and the tendency is for even higher prices.

Tin has advanced again and is now quoted at 47 cents. The syndicate is still in control and will be for at least two or three months.

Copper seems to have taken a new lease of life and prices are going up steadily. Business has been better than it has been for a long time. Trade in England, Belgium and Germany is bigger than it ever has been.

Pig iron is in active demand and importers are rushing supplies through before the St. Lawrence freezes up. English iron has advanced 25 cents a ton in the last two weeks. While this is not a very great rise it indicates the trend of events. Middlesboro is now quoted at $19.75 per ton and Glengarnock Scotch at $22.75 f.o.b. Toronto.

Prices on sheets and plates are firm, and some dealers state they are having a little difficulty getting supplies.

Spot lead is still scarce. The price, however, is stationary at 4½ cents. There is no sign of a let-up in the demand and jobbers are having their troubles in filling orders.

Antimony remains firm, with prices at 7½ to 8 cents.

Iron pipe is still in active demand, although it is likely that this will fall off slightly with the advent of cooler weather. Steam fitting will still call for a lot for the next few weeks. Prices are firm.

Brass values remain steady, with a good demand.

Enamelled ware in baths, lavatories and sinks has advanced 10 per cent. during the last couple of weeks owing to the high cost of labor.

THE PAINT AND OIL MARKETS.

Business has slackened off considerably, and very little is being done in outdoor goods. Interior finishes and varnishes, however, are being called for freely. Most of the jobbing houses and manufacturers have called their travellers in off the road, and held-over orders are now being shipped.

Turpentine is not selling in any great quantity. During this month the demand always falls off and then, on top of this, there is a quite heavy accumulation of stocks in the south. It is not at all likely that prices will go higher.

Glass is selling well and is scarce. Some sizes are difficult to get. In many instances, jobbers are entirely out of the best selling sizes and are at their wits end to know what to do. Something will have to be done or the situation will become critical indeed.

Like glass, putty is in excellent demand, although not scarce.

Linseed oil is showing a decline and prices have dropped in sympathy with the English market.

White lead is away up to $6.90 and prospects are that it will go even higher. It is still scarce and large quantities are being bought up on the English and European markets. The situation is almost as bad as in glass.

THE STOVE SITUATION.

The big rush is now over, and the demand is tapering off gradually. A good trade, however, is still being done, and will be until the cold weather sets in in earnest.

On account of building activities, an excellent local demand for furnaces continues. At points in the north, however, the demand has fallen off owing to cold weather.

Business in enamelled ware and all kitchen utensils is right up to the mark.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents
15½ Toronto Street, Toronto — 52 Canada Life Building, Montreal

ROSS & WRIGHT
Insurance Counsellors — Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO
We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



TALKS ON PAINT SELLING

No. 4

"TEAMWORK!" That's the keynote of the kind of practical co-operation existing between The Sherwin-Williams Co. and its thousands of agents.

We believe in teamwork because it has been the mainspring of our success.

It has built small and unpromising territories into successful and profitable paint and varnish distributing centers.

By the combination of quality products and correct merchandising methods it has aided hundreds of small merchants with just the backing they needed to enable them to become well established.

The Sherwin-Williams Agency not only insures you profitable paint sales, it does much more. It stimulates the sales in practically all the other departments of your store. The public likes to deal with the Sherwin-Williams Agent.

If you believe in that kind of "Teamwork," write for particulars.

THE SHERWIN-WILLIAMS CO.
(of Canada, Limited)
PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
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LONDON, ENG.



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TRADE ELASTICA MARK

Floor Finish

Its free working properties, covering capacity and permanent brilliant finish have made it a prime favorite with the consumer.

"Elastica" won't mar, scratch or turn white under the action of water. It is extremely pale and very durable.

A line to recommend with complete satisfaction.

Send for details of our full range of Varnishes, Japans, Enamels and Wood Stains.

All International Products are put up in full Imperial Measure Cans.

INTERNATIONAL VARNISH CO. LIMITED

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Canadian Factory of Standard Varnish Works

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M-L Paints



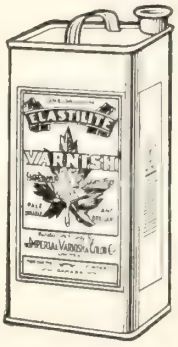
Best meet all the requirements of all paint users for all paint uses. Is it any wonder they sell so well?

Floorglaze

Is the floor finish most people want. Easy to sell it because it's so hard to excel it. Ten pleasing shades. In pints and quarts, also half gallon and gallon sizes.

Elastilite Varnish

Is the most brilliant and durable for inside or outside use. Best to sell—best to use.



You'll find it pays to carry the complete line.

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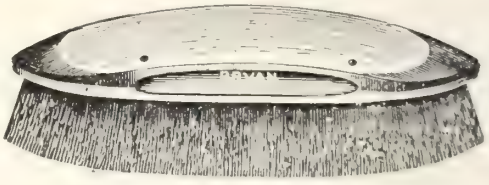
IMPERIAL VARNISH & COLOR CO., LIMITED

8 to 24 Morse St., Toronto

108 Princess St., Winnipeg — **524 Beatty St., Vancouver**

KITTOOL DANDY BRUSHES

Oval shape, with and without leather sides



No. 304

One of our many lines which you should carry in stock at all seasons. Made of highest grade materials to satisfy your best trade.

We have various other styles, which are shown in our Catalogue, a copy of which will be mailed you on request.

Thomas Bryan Limited

LONDON CANADA

PREVAILING MARKET PRICES.

Toronto, December 7th, 1911

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 20

Antimony, per lb..... 0 08

Brass rods, ½ to 1 inch... 0 21
Sheets, up to 20 gauge.. 0 22
Tubing, 1 inch, base.... 0 23

Copper ingots, casting..... 0 13
Sheets, plain, 14 oz. base 0 22
Sheets, tinned, 14 oz. base 20½
Sheets, plenished, 14 oz. base 0 28
Sheets, braziers 0 23
Bars, round ½ to 2 in... 0 21

Black Sheets, 28 gauge base,
Toronto 2 80
Montreal 2 40

Canada Plates—
Ordinary, 52 sheets, Toronto 2 90
All bright, 52 sheets.... 4 00

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square 5 50
24 gauge, per square 4 50
26 gauge, per square 3 50
28 gauge, per square 3 30

Galvanized Sheets.

	Fleur de Lis	Queen's Head
16-20 gauge ...	3 35	3 60
22-24 gauge ...	3 40	3 65
26 gauge	3 80	4 05
28 gauge.....	3 90	4 15

Less than case lots 10 cents per hd. extra.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized, base, 1 inch..... 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb.....	2 05
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.....	4 25
Imported pig, 100 lb.	4 60
Bar pig	5 25
Sheets, base, 2½ lb.sq. ft.	5 00
Pipe and waste .....30 p.c.	
Traps and bends .....50 p.c.	
Solder, half and half, lb.,	24½ 26½
Spelter, foreign, per 100 lb.	6 75
Sheet Zinc, 500 lb. casks..	7 50
Tin, ingots, 100 lb	47 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots..... 7 25 7 35
72x30 up to 26 gauge, case lots 7 85

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	11¼
Light copper bottoms ...	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron 10	00
Machinery cast scrap, No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins 0 80 0 85

Chemicals, in casks, per lb.—
Arsenate of lead 0 09
Sulphate of copper (blue stone) 0 07
Litharge, ground 0 05
Litharge, flaked 0 05½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 09
Chrome, yellow, pure ... 0 18
Golden ochre, pure 0 11
French ochre, pure 0 09
Chrome green, pure 0 11
French permanent green, pure 0 15
Signwriters' black, pure.. 0 17
Marine black, 25 lb. irons 0 05

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty—	1st.	2nd.
Bulk in casks 2	35	2 00
Bulk 100 lb. drums 2	70	2 40
Bladders in barrels....2	90	2 60

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 4 75
Genuine, 100 lb. kegs, per cwt. 5 25

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 7
Linseed Oil, single barrel, raw 1 05
Linseed Oil, single barrel, boiled 1 08

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—
Canadian pure, less than tons. 6 90
Canadian pure. ton lots..... 6 75
Canadian pure, five ton lots.. 6 60

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 09½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 30 and 5 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Bolts and Nuts—
Carriage bolts, 70 p.c.; machine bolts, ⅜ and less, 60, 10 & 10; machine bolts, 7-16 and up, 60; plough bolts, 55, 5 & 10; blank bolts, 60; bolt ends, 60; sleigh shoe bolts, ⅜ and less, 60 and 10; sleigh shoe bolts, 7-16 & larger, 55 and 05; coach screws, new list, 70.
Nuts, square, all sizes, 4¼c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5½ to 6c.
Stove bolts, 80.

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger.

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails base 2 30
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.35.

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.00 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c. Other sizes, 60 and 5 p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Montreal.
Galvanized, barb 2 30
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit,

per doz.	6 00	9 00
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes .	5 00	6 00
'Boys' axes	5 75	6 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets ..	1 70	5 00
Barrel hatchets .	5 50	6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs., 25 per cent: net extras as follows: Chilled, 40c.; buck and seal, 80c.; No. 28 ball, $1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.

Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 70 p.c.
Carriage Bolts, 7-16 and up, 70 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 60, 10 & 10 p.c.
Machine Bolts, 7-16 and up, 60 p.c.
Plough Bolts, 55, 5 & 10 p.c.
Blank Bolts, 60 p.c.
Bolt Ends, 6 0p.c.
Sleigh Shoe Bolts, ⅜ and less, 60 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.
Coach Screws, new list, 7 p.c.
Nuts, square, all sizes, 4½c per lb. off.
Nuts, hexagon, all sizes, 4½c per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Building Paper, Etc.—

Tarred slater's paper, per roll	0 70
O.K. paper, No. 1, per roll	0 75
Plain Fibre, No. 1, per 400 ft. roll	0 45
Tarred Fibre, No. 1, per 400 ft. roll	0 55
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 40
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 50
Tarred wool roofing felt, per 100 lb.	1 80
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 70
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll.	1 15
3 ply complete, per roll.	1 35
Liquid Roofing Cement, brls. per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Caps, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—

2 inch, in 10 ft. lengths	3 30
3 " "	4 00
4 " "	5 28
5 " "	7 26
6 " "	8 80

Door Knobs—Canadian, 45 and 10 per cent.
Porcelain, mineral and jet knobs, net list.
Door Sets—Canadian, 50 and 10 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—

Single sets, each	1 80
Double sets, each	3 25
Unbreakable rail, 100 feet	5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—

8 in. in 100 ft. lengths	2 90
10 " "	3 15
12 " "	3 68
15 " "	5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. $6.75.
Lift Tabular and Hingle Plain, per doz., $5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.

Locks and Keys—Canadian 50 and 10 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 08½
Pure Manilla rope	0 10½
"British" Manilla	0 08¾
Cotton, 3-16 inch and larger	0 24
Russia Deep sea	0 16
Jute	0 09
Lath Yarn, single	0 08
Lath Yarn, double	0 08½
Sisal bed cord, 48 feet, per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95
Cotton clothes line, 27½ off.	
Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 85
Mrs. Potts, No. 50, nickle-plated, per set 0 95
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25

Common, plated 5 50

Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs 1 60

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel 85 and 10
Wood, R.H., bright 80 and 10
Wood, F.H., brass 75 and 10
Wood, R.H., brass 70 and 10
Wood, F.H., bronze 70 and 10
Wood, R.H., bronze 65 and 10
Drive screws 85 and 10
Set, case hardened 60
Square cap 50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50 and 2½ per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 7 50
Eureka tinned steel, hooks, per 1,000 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes—
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.65 per 100 sq. ft.; in 50-ft. rolls, $1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks, 16x24, $2.65; 18x30, $3.10; 18x36, $4.15

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Premier steel ware, 60 and 10 p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle p[illegible] 40 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—

New Ontario	41 25
Round, re-acting, per doz.	73 75
Square, re-act. per doz.	77 50
Dowswell	52 50
New Century, Style A.	101 25
Ideal Power	180 00
Daisy	73 25
Stephenson	74 00
Puritan Motor	165 00
Connor, improved	52 50
Ottawa	55 00
Connor Ball Bearing	112 50
Connor Gearless Motor Washer	180 00

Wringers—

Royal Canadian, 11 in., doz.	47 75
Eze, 10 in., per doz.	46 75
Bicycle, 11 inch	60 50
Trojan, 12 inch	100 00
Challenge, 3 year, 11 inch	53 25
Ottawa, 3 year, 11 inch.	58 25
Favorite, 5 year, 11 inch.	61 75

20 per cent.

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BRITISH GLASS P.B.

Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

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Works:—St. Helens, England

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If you require Leaded Glass we would be pleased to send you our Catalogue of colored designs upon receipt of your request.

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of Canada, Limited

Toronto Ontario

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Which, if taken at the flood,
Leads on to fortune.
—Julius Caesar



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Lead Waste
Traps and Bends
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Solder, &c.

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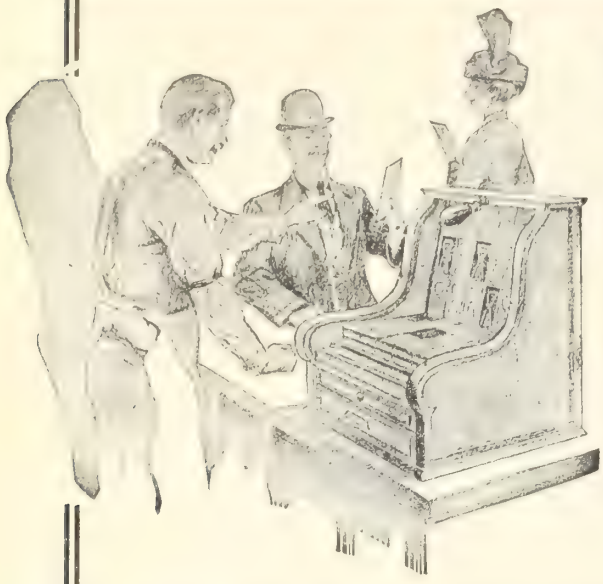
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THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



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The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

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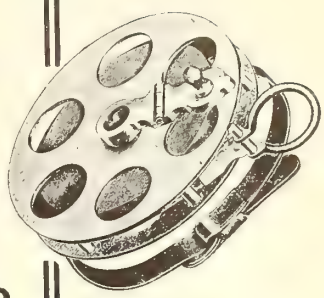
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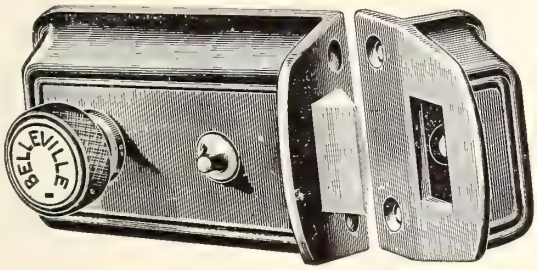
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The Early Morning Shave

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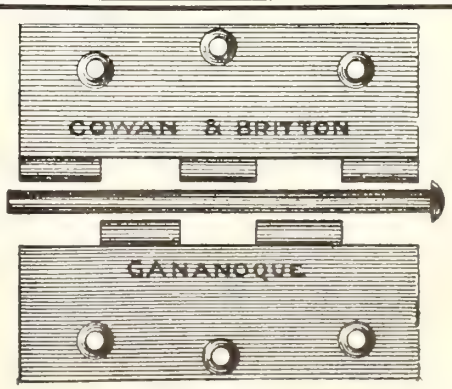
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